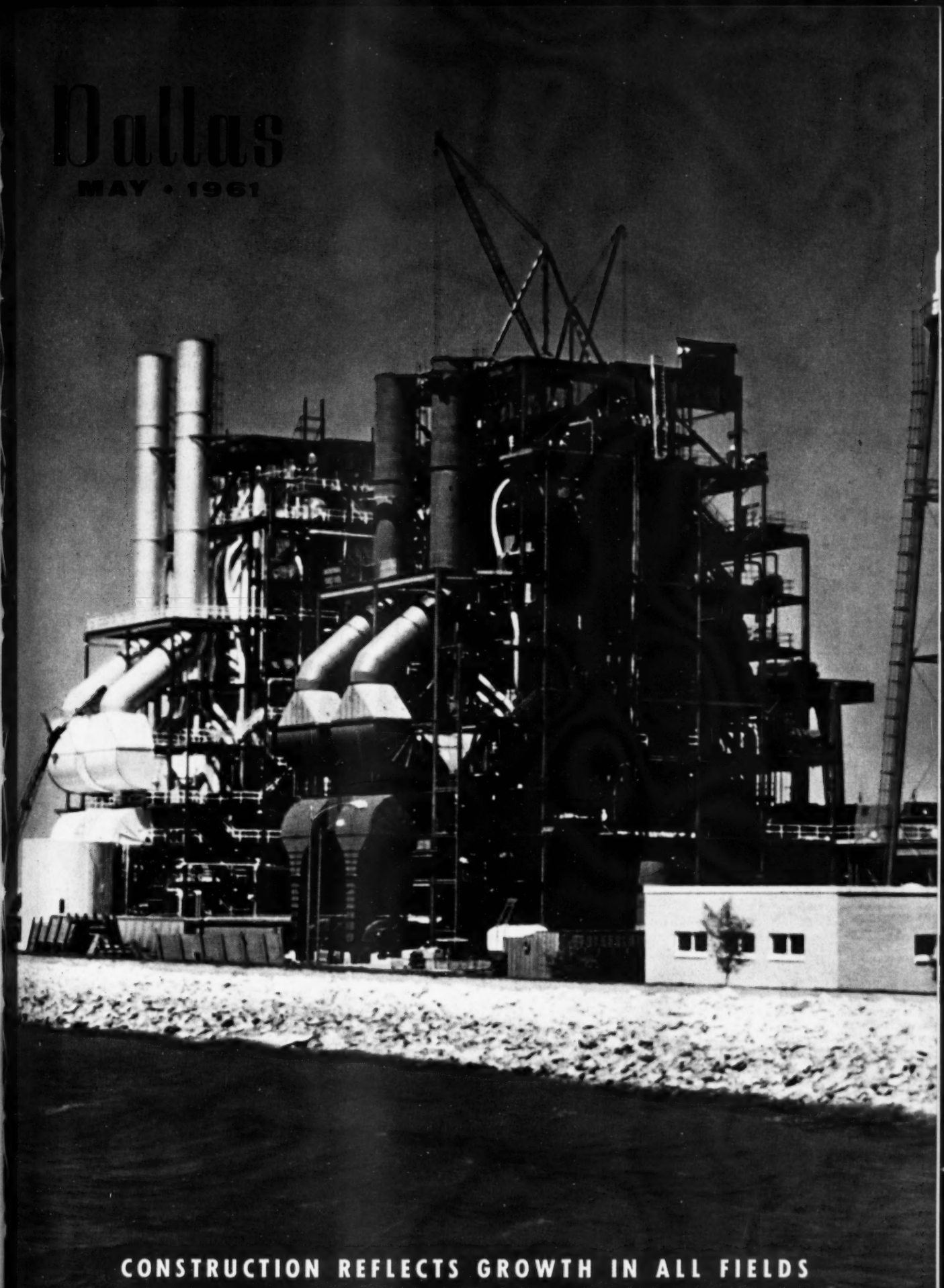
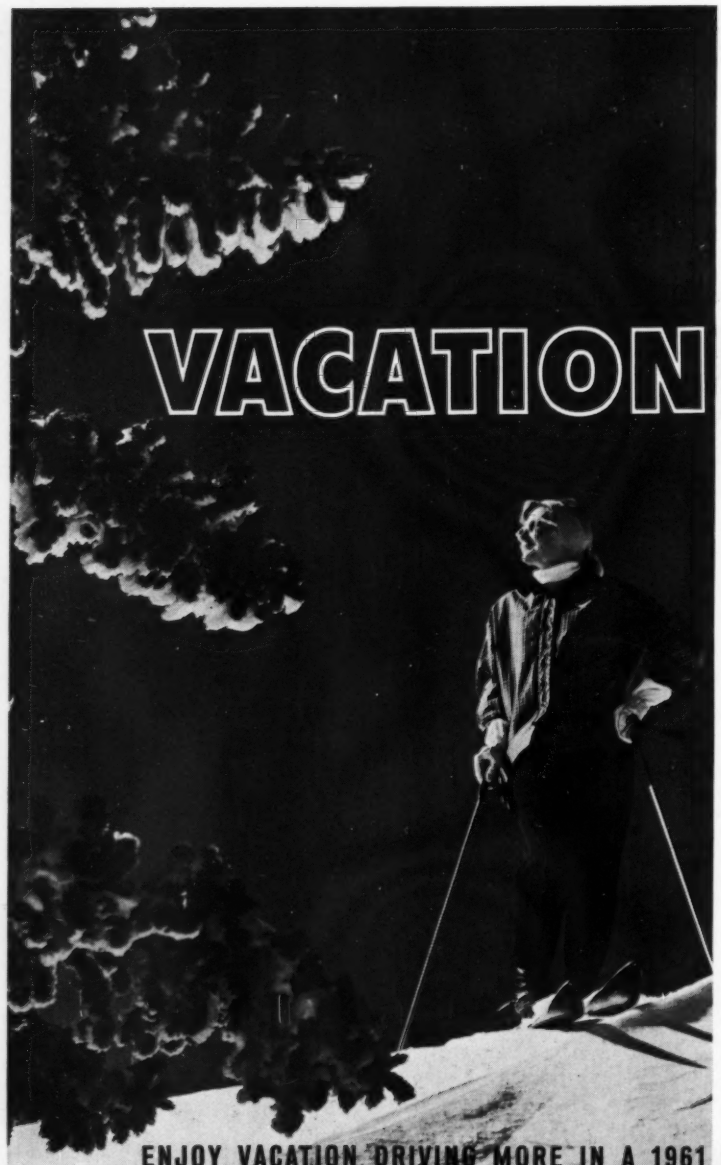
Dallas

MAY • 1961



CONSTRUCTION REFLECTS GROWTH IN ALL FIELDS



VACATION LAND 1961

From the snow-capped peaks of Washington to the pearly white sands of the gulf . . . Cadillac knows no bounds in vacation driving comfort. Plan your dream vacation to include your choice of twelve all-new, all-wonderful 1961 Lone Star Cadillacs. Your Lone Star sales representative will be pleased to explain the many reasons why Cadillac is your better vacation automobile . . . and how easy it can be for you to move up to the Standard of the World this year.

ENJOY VACATION DRIVING MORE IN A 1961 LONE STAR CADILLAC

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LONE STAR CADILLAC'S HAND-CRAFTED CUSTOM TONNEAU SEDAN



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McAX
CORPORATION
• ENGINEERS
• DESIGNERS
• MANUFACTURERS

628 THIRD AVE., DALLAS

McAX

No doubt about it — individuality counts. It's what makes a McAx display bid for attention — and get it!

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for your printing requirements — check with the local Graphic Arts Industry. Local printers, lithographers and engravers have invested in some of the finest equipment the trades have to offer. This equipment in combination with skilled craftsmanship affords your firm the highest quality of advertising production.

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Inside DALLAS

With the sights and sounds of construction are present, in growing numbers, on every side, this issue of DALLAS is devoted to the twin themes of real estate and construction and offers a round-up of current Dallas activities in these fields.

*

Construction, both large and small, is reported in a variety of stories in this month's issues. Major construction projects, residential construction and activities in the field of construction supply are all featured.

*

An unusual article, based on a DALLAS survey of Dallas County industrial districts, presents a complete statistical picture of all the districts in the county. A map of the county locating the districts accompanies this article. Also included is a map of the four-county Dallas Metropolitan Area, on which all industrial acreage in the area is shown in color.

*

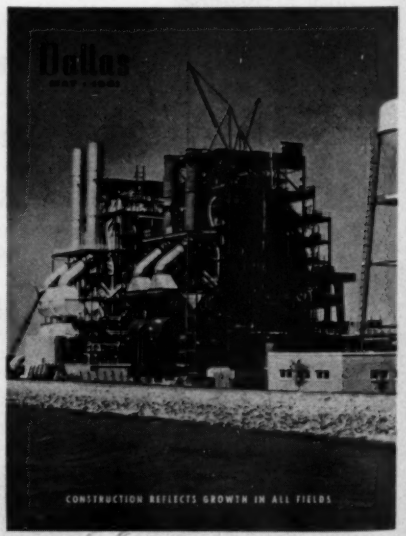
Dallas' new City Council is presented in this issue, with short biographies of each member.

*

The change in leadership of the Dallas Chamber is also reported.

*

This month's cover shows construction at the North Lake Plant of Dallas Power & Light Company. Placed in service in 1959, the plant is already being doubled in size and generating capacity.



Volume 40 • Number 5

DALLAS is published monthly by the Dallas Chamber of Commerce, Dallas 1, Texas. Second-class postage paid at Dallas, Texas. Subscription $5 a year outside Metropolitan Dallas.

Going for Grand Champion Beef at the . . .



CATTLEMEN'S
STEAK HOUSE

LIVEOAK AT HARWOOD IN DOWNTOWN DALLAS







A big favorite of Dallas Conventions and other gatherings, CATTLEMEN'S is ideally located between the Sheraton and Statler-Hilton Hotels in downtown Dallas. Its colorful Hostesses wearing cowboy western clothes with boots, spurs and carrying six-shooters, add much color and atmosphere, along with its 31 attractive waitresses, to your dining comfort. Lower left: The Branding Room, showing one of its two charcoal chimney broilers in its dining room with the 50-foot Lobby in the background. Lower right: The Sirloin Room, showing its two chimney charcoal steak broilers and steak display cases together with photographic murals of the Grand Champion Cattle of the State Fair of Texas. Phone RIverside 7-9131 for reservations, good food at reasonable prices, and excellent service, where your patronage is appreciated.

▲

Everyone
who has planted
a tree knows its healthy
growth reflects endless rounds of
feeding, watering, spraying, pruning. With Dallas
business, as with everything that grows, purposeful
development is usually the result of wisely calculated action. No
matter how fertile the economic soil, a business must continually concern
itself with the problems of financing, inventory, accounts receivable, market expansion,
new products, and improved distribution if it is to prosper. Texas Bank contributes to
the vigor of the Dallas economy by providing business men with specialized, professional
counsel, calculated to develop new business and accelerate growth. As the largest state bank
in Texas, we accept our responsibility to the Dallas business community. Texas Bank is ready to
help you translate today's opportunities into tomorrow's success. *Texasbankers* know how business can
grow . . . because their facilities are geared to this purpose . . . because they know responsible banking.



SOUND PLANNING LEADS TO HEALTHY GROWTH

TEXAS BANK
AND TRUST CO. OF
DALLAS

"dynamic growth rooted in responsible banking"

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DALLAS, TEXAS / MEMBER F.D.I.C.

■ *One of the many extras that make GF office furniture so much better*



How much "mileage" will you get?

EVER THINK HOW FAR YOU TRAVEL in your office chair. At Stewart's we estimate an annual average of about eight miles. It's easy to see, then, why quality and durability are so important. Think, too, of the hundreds of hours a year you spend seated at your desk. Obviously, comfort is vital — and Stewart's provides it to an unmatched degree by GENERAL FIREPROOFING'S exclusive GOODFORM Principle of Adjustable Seating. The handsome contemporary styling of GOODFORM 300 CHAIRS is a bonus, particularly when incorporated with Stewart-design decor.



Goodform 300 Series Custom Executive Chair in Bedford Cord Upholstery

Call Stewart Office Supply Company and arrange for a free trial in your own office . . . it's the most comfortable test you ever made.

Stewart's **Store and Furniture Display • 1523 Commerce Street • RI 7-8581**

Dallas Pioneers



Established
1852 Caruth
Real Estate Investments

1869 Padgitt Bros. Company
Leather Goods — Wholesale and Retail

1872 Huey & Philp Company
Wholesale Hardware, Hotel and Restaurant Supplies & Equipment

1874 Bolanz & W. C. (Dub) Miller
Real Estate and Insurance

1874 Binyon-O'Keefe Warehouse Co.
"Moving, Household Goods, and Commercial Warehousing"

1876 Trezevant & Cochran
Insurance Managers

1885 Mosher Steel Company
Structural Reinforcing Steel and Machinery Repairs

1889 Austin Brothers Steel Co.
Steel for Structures of Every Kind

1892 The Egan Company
Printing, Lithographing, and Embossed Labels

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning, and Fur Storage

1895 Rudolph's Mkt. & Sausage Fac., Inc.
Quality Meats

1899 Seay & Hall
All Lines of Insurance



THIS Dallas construction picture of a half-century ago was snapped by S. H. Boren, looking Southeast up Main Street below Field. It shows steel going up on the Southwestern Life Building and work on the top floors of the first unit of Hotel Adolphus. Steel was becoming a basic part of Dallas major building structures in that period. In 1912 the Mosher Steel Company erected the steel frame for the Busch (Now Kirby) Building and in 1914 put up steel for the first Neiman-Marcus Unit. Previously the firm had erected a combination cast iron and steel framework for the old Dallas News Building in 1900, the Wilson Building in 1908 and Sangers about 1910. Mosher began business in 1885 as the Mosher Manufacturing Co., operating a small machine shop and foundry on lower Ross Avenue. The original business involved repair of ponderous steam engines and cast iron store fronts for Dallas pioneer buildings. Now known as the Mosher Steel Company with their Dallas plant at 5101 Maple Avenue, the firm is perhaps the largest steel fabricator in the Southwest. Mosher now has eight plants including the recently purchased Campbell Steel Company Inc., operating as a Mosher Division in San Antonio and Corpus Christi. Mosher has two plants in Houston and plants in Lubbock, Tyler and Shreveport. Now in its seventy-sixth year, Mosher Steel operates under the direction of Lawrence B. Jones, Chairman of the Executive Committee and Edward J. Mosher, president, a grandson of the founder.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1889 Bennett's *in Texas*
Opened Dallas Plant in 1927
Printing — Business Machines
Office Furniture & Supplies

1896 The Murray Co. of Texas, Inc.
Carver Cotton Gin Division 1805
Boston Gear Works Division 1880
Industrial Supply Division 1907

1901 First Texas Pharmaceuticals, Inc.
In Dallas Since 1903

1903 Walraven Bros., Inc.
Printing, Lithography
Loose Leaf Binders

1903 Republic Insurance Company
Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

1904 Burton & Wilkin
"Insurance Experience that Serves"

1906 Hesse Envelope Company
Manufacturers of Envelopes and File Folders

1910 Moser Co. Realtors
Industrial and Commercial Leases and Sales

1911 Graham-Brown Shoe Company
Manufacturing Wholesalers

1912 Stewart Office Supply Company
Stationers — Office Outfitters

1914 Koch & Fowler and Grafe, Inc.
Consulting Engineers

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Advertising Manager

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Advertising Assistant

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VOLUME 40 NUMBER 5

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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47 CONTRACTORS IN DALLAS

whose

SKILL RESPONSIBILITY INTEGRITY

has qualified them for Membership in ASSOCIATED GENERAL CONTRATORS of AMERICA

DALLAS CHAPTER

SKILL · RESPONSIBILITY · INTEGRITY

THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA

AGC

REG. U.S. PAT. OFF.

Austin Building Co.
RI 2-6401

Bateson, J. W., Co. Inc.
FL 7-1891

Bateson, T. C., Construction Co.
FL 7-2801

Beck, Henry C.
RI 8-2127

Bock Construction Company
HA 1-7387

Buckner & Son, Inc.
AD 5-5211

Busboon & Rauh
FL 2-2635

Canterbury Engr. Co.
CH 7-3126

Carpenter Bros.
WH 6-5171

Cecil Carr Construction Co.
AD 3-5810

Chaney & James Construction Co.
EM 3-1537

Hyatt Cheek, Builders-Engineers
EM 1-6102

Connell Construction Co.
FL 7-0235

Cowdin Bros., Contractors
TA 1-1464

T. C. Crist, Inc.
EM 1-2239

G. M. DeGeorge & Co., Inc.
TA 7-7868

Dyer Construction Co.
RI 7-3714

Fairway Co., The
LA 1-2281

Fritch, J. J., General Contractor, Inc.
FL 7-4679

Fuess, C. A. & Co.
EM 8-1375

Fuller, George A., Co.
RI 8-3347

Funk, Joe, Constr. Engrs.
FL 7-8439

Gower & Folsom Construction Co.
FL 7-3853

Green, J. P., Gen. Contractor
RI 2-6936

Hagler Construction Co.
LA 6-8951

Hallman & Hallman, Inc.
BR 8-2181

Hayman, Thomas J., Inc.
RI 8-7077

Henger Construction Co.
RI 2-8006

Inwood Construction Co.
RI 1-3887

Jones, J. Lawrence
WH 6-8836

Keeling Bros. Construction Co.
EM 8-1345

Lee-Emmert
AD 5-4565

Mays, Avery Co.
FL 2-4847

McKee, Robt. E., Gen'l. Contractor
FL 7-4381

Miller & Norton
TA 3-9949

Morgan, J. E. & Sons, Gen. Cont.
FL 1-3213

O'Rourke Construction Company
RI 7-3501

Peterson Construction Co.
EM 8-6467

J. P. Pittman, General Contractor
AD 5-2466

Ransdell Construction Co.
EM 8-2817

Schwarz Co., The
HA 1-0896

Stevens Const. Co.
EM 8-5745

Sumner, Charles V.
EM 3-1557

Vivrett, W. N., Gen. Contr.
FL 1-3761

Wallace, W. H. Construction Co.
RI 8-1606

Wohlfeld Construction Co.
FL 2-4646

Yarbrough Construction Co.
EM 8-8938

CHAPTER OFFICE 1432 LIFE BUILDING • RI 2-8218 — RI 7-1203

HARRY M. JONES, *Managing Director*

ON THE WAY UP . . . ON SCHEDULE!

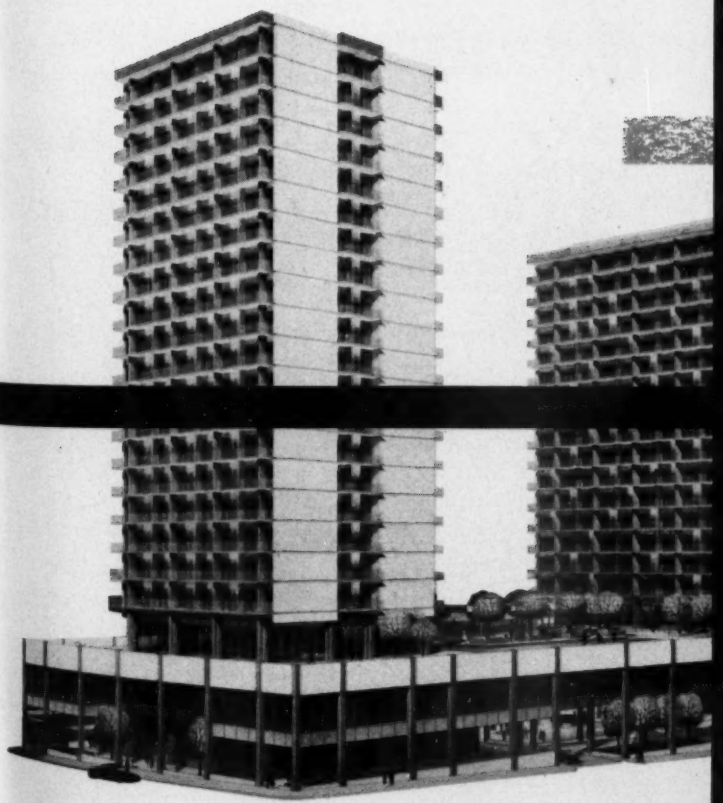
Construction well underway at Ross and Akard! Unsurpassed anywhere for beauty, service and convenience, the $10,000,000 Cary Plaza will add a 19-story apartment tower and 22-story hotel to the growing Dallas skyline!

THE CARY PLAZA

The Distinctive Address for Downtown Dallas

EDWARD H. CARY, JR.
President, Cary-Schneider Corporation,
wholly owned operation of Cary-Schneider Investment Company.

CHARLES R. MEEKER, JR.
General Manager



Architects: Harrell and Hamilton/General Contractor: Henger Construction Co.

FC

FARWELL COMPANY, INC.

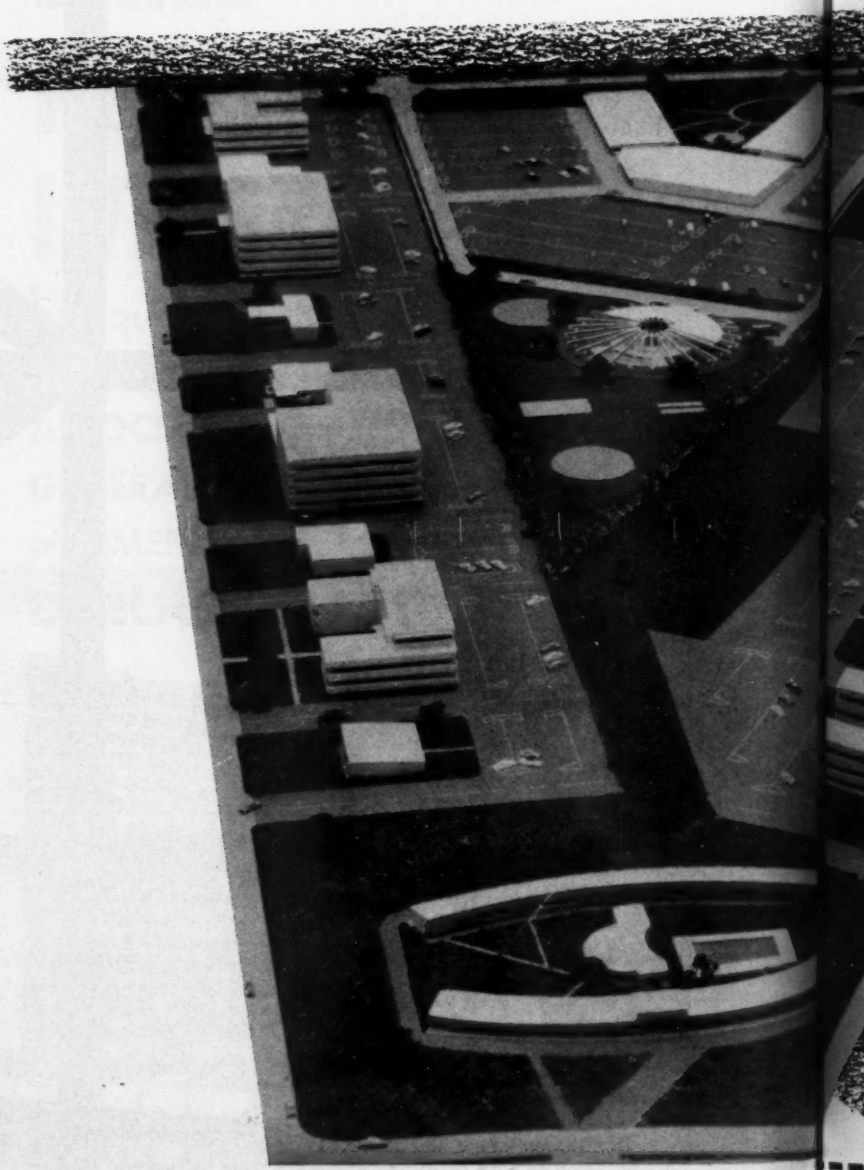
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FOR YOUR COMMCI

WINDSOR PROPERTIES



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Indiana Lumbermens Mutual Ins. Co.
Insurance Company of North America
Shell Oil Company
Southwestern Drug Corporation
Texas Employment Commission

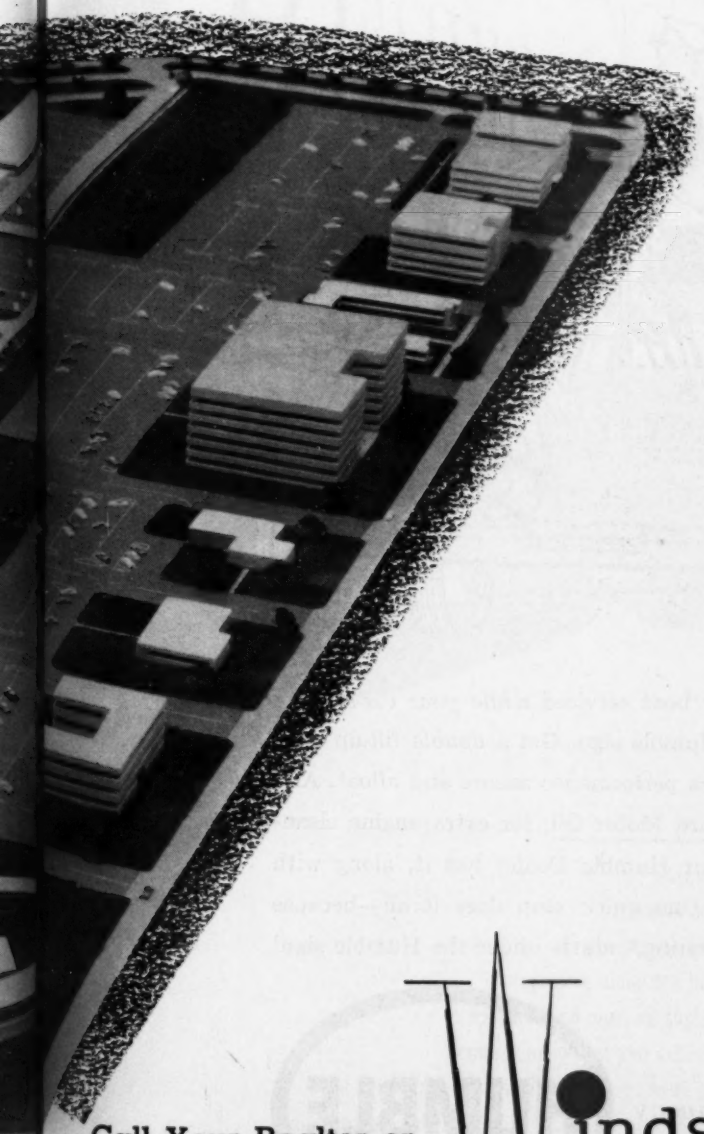
LOCAL COMPANIES

Hindman Sales Company, food brokers
Lou S. Taylor Brokerage
R. T. Weakley & Company

Central

MMERCIAL AND OFFICE OPERATIONS

ESNC.... designing a better tomorrow today...



Empire Central was designed around the fundamental concept that the firm able to attract and retain the most competent employees at a given salary will be the most successful.

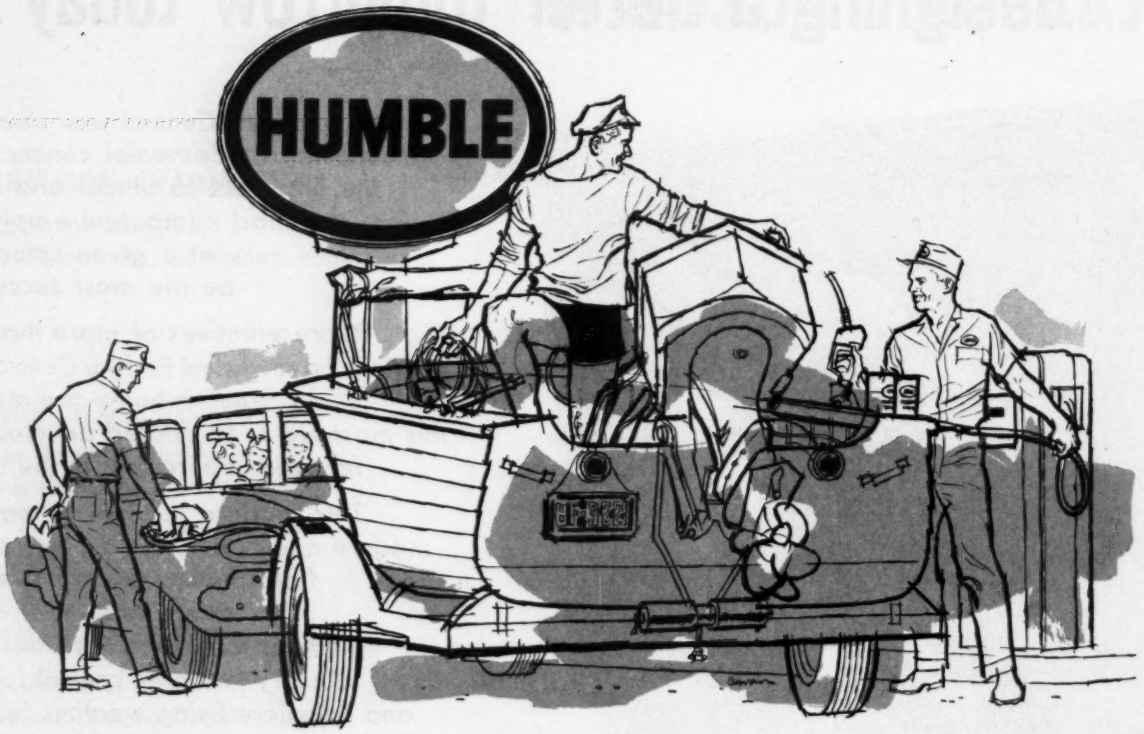
Representatives of more than fifty nations have visited Empire Central and carried home the story of this most highly facilitated development for office operations in the world.

This modern concept demands a modern metropolis. Dallas, the nation's fifth ranking city in jet service, offers three-hour or less schedules to most major cities in the country. With its central location and excellent flying weather (only 24 hours of suspended flight operations in 1960), Dallas is the logical center to support your national or regional operations at minimum cost through office and commercial facilities in Empire Central. A few choice sites in Empire Central are still available . . . we invite you to see them now.

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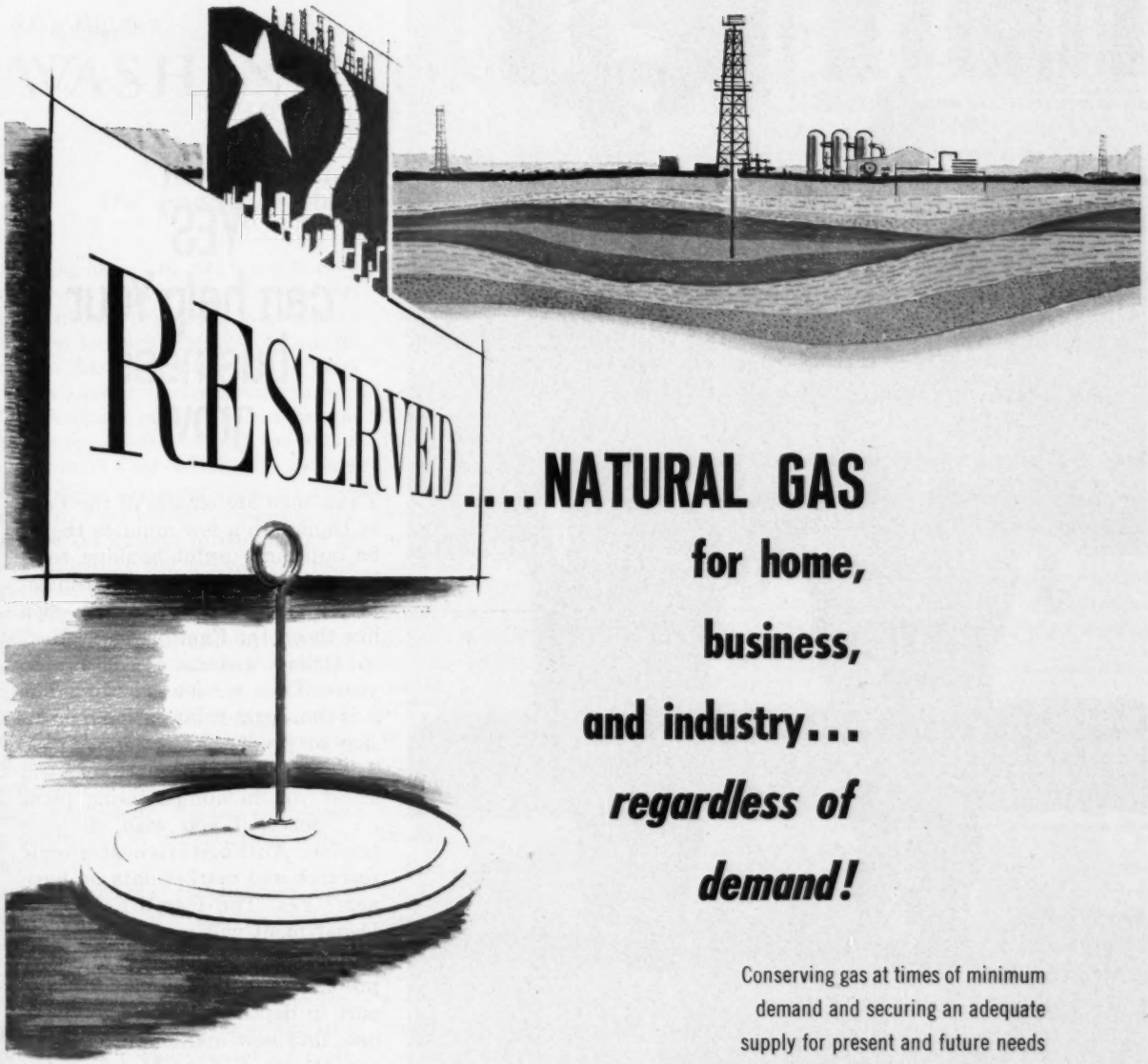
one stop service for both



TIME-SAVING IDEA—have your boat serviced *while* your car's being serviced . . . under your neighbor's Humble sign. Get a *double* fill-up with Humble high-energy gasolines for extra performance ashore and afloat. And don't forget the new Humble Outboard Motor Oil, for extra engine cleanliness and extra spark plug life. Your Humble Dealer has it, along with Humble Outboard Motor Gear Oil. One quick stop does it all—because better boating as well as "Happy Motoring," starts under the Humble sign!

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...NATURAL GAS

for home, business, and industry... *regardless of demand!*

Conserving gas at times of minimum demand and securing an adequate supply for present and future needs are Lone Star's obligations to all gas customers. Underground storage is one of many conservation methods pioneered by Lone Star in the Southwest. This assures you of the constant, dependable supply of natural gas which helps maintain the pace of area growth. Whenever a great demand arises, Lone Star's "rolling" supply brings immediate service anywhere along the line. The unique 8,320-mile inter-connected gathering and transmission pipeline system goes into action instantly. Gas is pushed into lines to homes, businesses and industries quickly from producing fields and storage facilities. Natural gas is available . . . to heat, cook, cool . . . for all the jobs it does safely, dependably and economically.

LONE STAR GAS COMPANY

more than 6000 friendly people working together to serve our communities better



Their "YES" can help Your business grow

These men are officers of the First in Dallas. In a few minutes they'll be outlining useful banking services to another Dallas businessman. Through experienced men like these, the First has said "Yes" to Dallas business needs for 85 years. Their service is as broad as it is thorough. Information on pension or profit-sharing plans? *Yes!* The First's Trust Department will assist you in administering plans . . . serve, if you wish, as your trustee. Authoritative economic research and market data on business? *Yes!* The First's Economics Department will counsel with you on local, national or international problems. Aggressive banking support in depth can help your business find new markets, experience new growth. See the Man from the First this week.

1ST IN DALLAS

GIVE US AN OPPORTUNITY TO SAY YES!

FIRST NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALE MILLER'S

WASHINGTON REPORT



The Image of Strength

Hanging like a pall over this politically sensitive city are those brooding portents of the gathering storm, the catastrophe in Cuba and the imminent loss of Laos on the other side of the world. Not in years have any kindred developments in foreign affairs produced such an impact here in Washington. Leaders in both the White House and on Capitol Hill, with partisan considerations largely set aside, are probing their ramifications, assessing the extent of the damage to our posture of world leadership, and seeking from these experiences of failure some guidance for the troubled years ahead. No effort is being made in high councils here to gloss over the plight into which our policies have plunged us. The situation is acknowledged to be serious, and may eventually become grave. The very circumstance that these critical areas in which we are involved are on opposite sides of the earth clearly demonstrates the vast encompassing dimensions of the challenge which confronts us.

In view of this buffeting we have undergone during the past few weeks it would appear to be the understatement of the year to suggest that there is something fundamentally wrong with our foreign policy. Yet it is evident that the enormities and complexities of the problem must be reduced to their rudiments if the problem itself is to be understood. There is indeed something wrong, something *basically* wrong, with any system that consistently loses, whether on an athletic field or on a world stage of power politics. And there can be no disputing the fact that our foreign policy has been a consistent loser. Ever since World War II the insidious spread of communism has swallowed up territory after territory that we sought to keep free. The process has been performed with contemptuous regularity. And who can name a single spot on earth that was reclaimed from communism to the free world during that span of time?

The foreign policy of the American people, decent and neighborly that we are, has been based on the dual principles of altruism and prodigality. We stepped forth from the devastation of the war in a Messianic role, albeit self-assumed, fervently intent on delivering the ignorant and oppressed of the earth into an Elysium of freedom and prosperity. In its pristine concept—the Marshall Plan—it was a wholesome and workable program, designed over a specific period of six years to assist those nations ravaged by war in the rehabilitation of their economies. But anyone who believes that a bureaucracy set up to administer the expenditure of billions upon billions of dollars will then proceed routinely to liquidate itself is an innocent of the first magnitude. From the practicality of the Marshall Plan we slid into the fuzziness of a euphemistic mutual security program, a program that became both costly and stultifying, impoverishing the benefactor and degrading the recipients of his bounty.

It is a notion strictly American that anything worth having is bound to cost money; so our approach to the mission of making democracy attractive to the underprivileged of the world has been to pied-piper them with dollars. (It is a curious thing that our championship of the democratic ideal is so gossamer and insecure that we are fearful of committing it forthrightly against communism in an appeal to the minds of men, so we embellish it with a dowry to their pocketbooks). During the past decade we have channeled billions of dollars into the remotest corners of the earth, and by no means to free nations alone. In a number of cases our largess has served to entrench existing dictatorships. In some instances we have funneled money into a country just about as fast as the communists have been able to siphon it out. In other situations—and Laos is a conspicuous example—our bounty has amounted to several times their own annual budgets, and has proved disruptive of their ways of life.

In view of international developments during the past several years it would seem to be time to effectuate an extensive revision of a foreign policy based on "dollar diplomacy." The contretemps in Cuba and Laos have clearly exposed the need for a new type of preparation and emphasis in our struggle to resist the communist pressures. During recent years we have been preoccupied, and necessarily so, with the building of huge and terrifying atomic weapons to bulwark our security; and many experienced authorities had begun to believe that the era of conventional small arms and personal contact in warfare had come to an end. But the pendulum of their thinking is swinging back. With the capacity of utter destruction in the possession of both warring ideologies, it is now generally believed that an atomic stalemate has been reached, and that in the foreseeable future the struggle will be waged in a staccato chain of little wars. It is ironical indeed to contemplate that mankind is moving full cycle in its age-old compulsion to war against itself, back to the primitive stalking of a foe through jungle and morass.

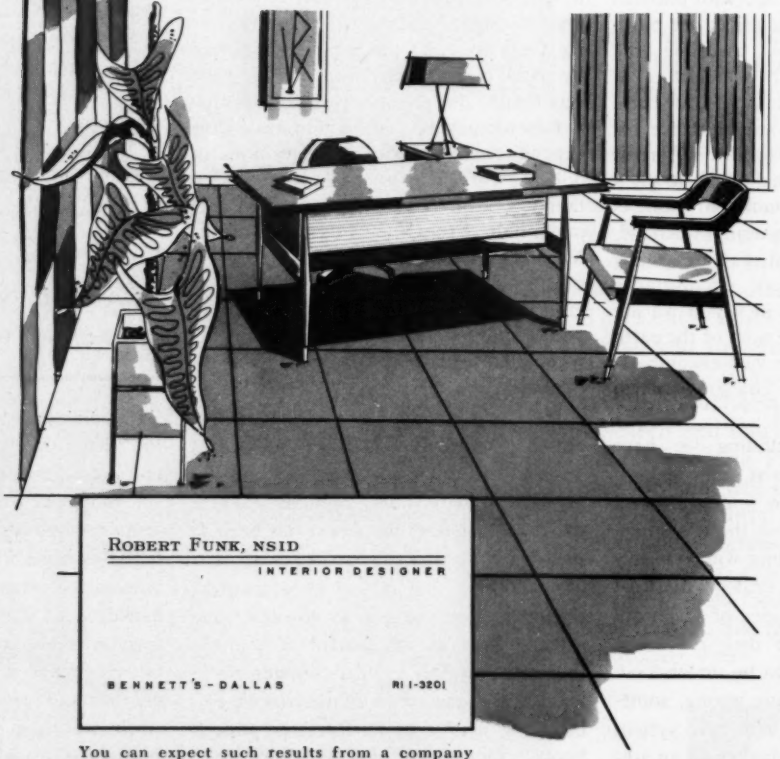
The meaning to us all of this renewed emphasis on conventional small arms and the individual fighting man lies in the fact that it can only be a supplement to, and not a substitute for, the complex missile and space program to which we must remain committed. The cost of our national defense will thus become gargantuan in the years ahead. It is against this backdrop of the price of security that a severely realistic appraisal of our capabilities must now be made. It seems quixotic and somehow foolish in this grim work we have to do to enervate our strength and confuse our purpose by continuing to lavish our largess upon the earth. We must recede from our unilateral role of benefactor to the world, and build instead the sterner image of strength. Whatever may be said of the humanitarian impulses which have motivated our foreign policy in the past, it must be reluctantly acknowledged that in the harsh and implacable struggle for survival the weak and wavering neutrals will eventually have no choice but to commit their allegiance to the side of physical prowess. They will find more protection in our muscle than in our money.

Our foreign policy: Realism must be substituted for altruism, and some muscle for dollar diplomacy.

interior design

by Bennetts

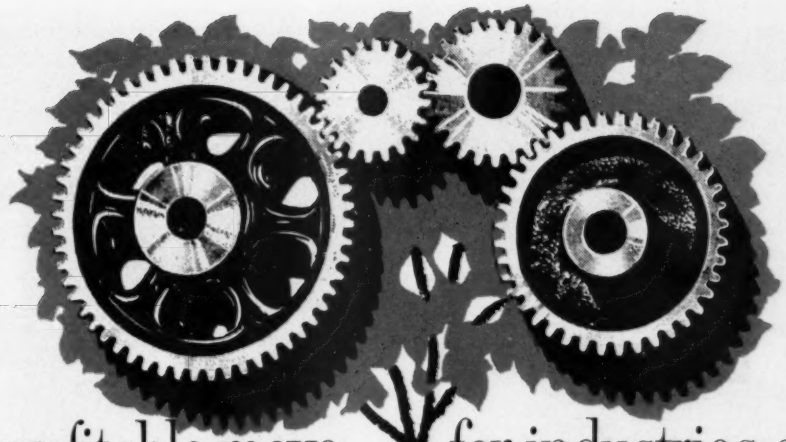
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Just opened, over one million square feet of new industrial sites... including excellent frontage on Hines Boulevard. Ideal sites for all types of warehousing, office operations and manufacturing.

Only minutes from the heart of Dallas, Highland Industrial Park offers personnel short, easy drives to work... ample parking... access to major shopping centers. A location that's closer to the most desirable residential areas than any other Dallas industrial district.

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Free Enterprise

. . . an aid to education



Business is a two-way street. It should provide a service or product worthy of public consumption and in so doing provide employees the opportunity to feed, clothe, house and educate their families.

The young lady at the right above is only one of the many children in the Muzak Family that will receive full educational opportunities because of the support of Muzak services by more than 400 Dallas area businessmen.

We at Muzak in Dallas hope that through free enterprise and not federal subsidy that the education of our youth will continue to be assured.

147 Parkhouse • Riverside 2-9257

MUZAK
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Muzak

Over 15 years of service to more than 400 Dallas Business Concerns



Occupying an eight acre tract on Irving Boulevard is the beautiful new 90,000 square foot building of the Southwest Wheel and Manufacturing Company.

Outstanding new structures such as the home of

Southwest Wheel and Manufacturing Company

are typical of the development continuing in the . . .

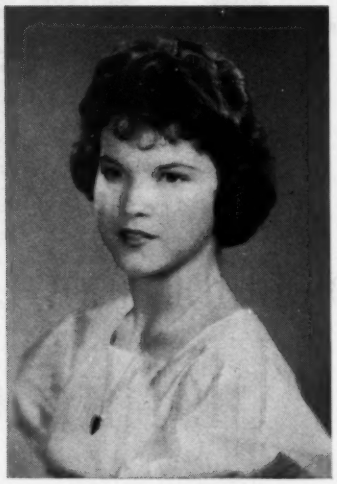
TRINITY INDUSTRIAL DISTRICT

INDUSTRIAL PROPERTIES CORPORATION

John M. Stemmons • 401 Davis Bldg., RI 8-9424 • L. Storey Stemmons

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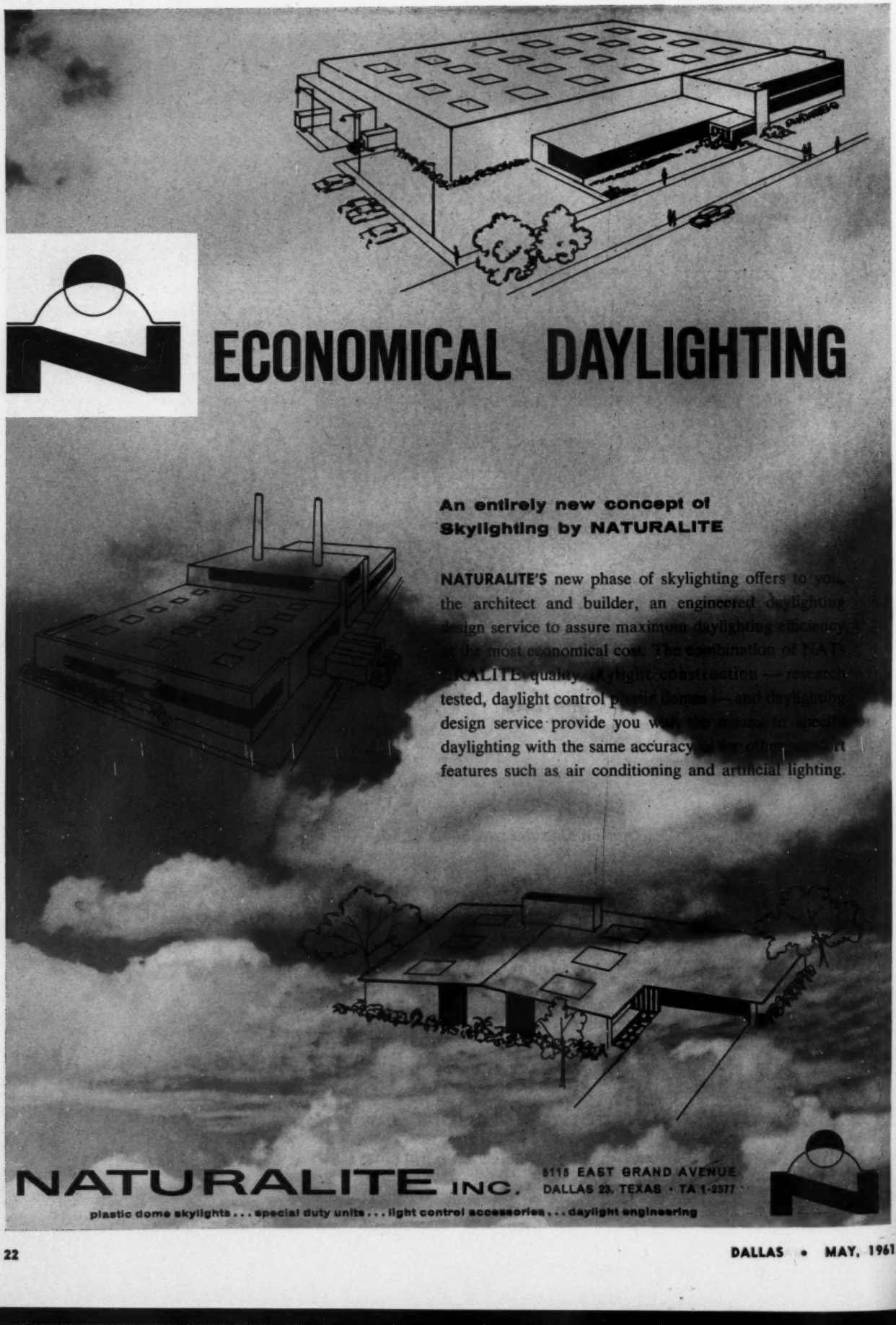
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J. Ben Critz and Andrew W. Deshong will assume new Chamber management responsibilities on August first of this year.

A CHANGE IN LEADERSHIP

J. Ben Critz, completing his thirty-first year as Vice President and General Manager of the Dallas Chamber of Commerce, will retire on July 31 and will be succeeded by Andrew DeShong, now assistant general manager of the Chamber.

Chamber President Avery Mays announced that Mr. Critz will continue his association with the Chamber in a newly-created office of Vice President and Consultant. Mr. Mays revealed that Mr. Critz had requested retirement upon completion of his thirty-first year, a service record which is believed to be unequalled in any major chamber of commerce in the country.

"The officers and directors of the Chamber feel fortunate in having Andy DeShong, a man of long service and diversified experience in the work of our Chamber, available to succeed Mr. Critz on August 1," Mr. Mays said. "We also feel fortunate in having Ben Critz, with his long and highly successful career in Chamber management, continue in consulting capacity."

President Mays said that Mr. Critz' letter suggesting his retirement was submitted to the directors of the Chamber at its April meeting.

"This provides an orderly, planned transition of management responsibilities," Mr. Mays pointed out.

In Mr. Critz' long tenure as executive head of the Dallas Chamber, it has developed into the largest organization of its kind in the world. While it does not have the largest budget, it has more members than any other chamber of commerce.

During his 31 years at the Chamber of Commerce, Mr. Critz has participated in many of Dallas' most significant developments. He had a leading role in winning for Dallas the state commission's franchise for the Texas Centennial Exposition. A few years later, he had a major part in bringing the aircraft industry to Texas — doing such a unique job in this connection that J. H. "Dutch" Kindelberger, then president of North American Aviation, Inc., the man Mr. Critz helped sell on puttting his plant in Dallas, made a public presentation to him of a fine watch. When Chance Vought Aircraft moved from Connecticut to Dallas in 1948, Mr. Critz was again the recipient of such recognition from the head of the industry he had helped bring to Dallas. H. M. Horner, then president of United Aircraft Corporation, also gave Mr. Critz a fine watch as an expression of Chance Vought's appreciation for the work he had done.

As general manager of the Chamber, Mr. Critz has seen Dallas County increase in population from 325,691 in 1930 to an estimated 1,000,000 in 1961. He was a cotton merchant, serving as a director of the Chamber, when his fellow-directors persuaded him to become temporary manager of the organization on July 15, 1930. Prior to that, Mr. Critz had served as President of the Dallas Cotton Exchange and as Mayor of the Town of Highland Park. He is also a former president of the Dallas Country Club, a member of the City Club and the Petroleum Club, and a member of other organizations.

"Ben Critz has done a great job for Dallas and for the Chamber of Commerce," Mr. Mays said. "He deserves to take life easier, and we are happy that he will now be able to do so."

Mr. DeShong, the Vice President and General Manager-elect, is a native Texan who has been a resident of Dallas since 1926. He worked for the Dallas Morning News circulation department while attending Southern Methodist University. After graduation from S.M.U. he served as a reporter on the Dallas Times Herald, leaving the newspaper to become publicity director of the Chamber of Commerce in 1936.

He has twice resigned from the staff of the Chamber, only to re-join the organization. North American Aviation took him from the Chamber staff in February, 1941 to serve as assistant to the Division Manager in the company's new Dallas plant. At the close of World War II, DeShong returned to the Chamber staff as manager of the industrial department, in which capacity he handled the details of negotiation for the Chance Vought move. He served for a short time as industrial manager of the Republic National Bank, leaving there at the request of Chance Vought to join its staff as assistant to the general manager. He returned to the Chamber's staff in February 1953 as assistant general manager and secretary of the Aviation Committee.

DeShong, and his wife, reside at 5510 Nakoma. They have a married daughter, and a son who is in college. He is a member of the Church of the Incarnation, a director of the State Fair of Texas, a trustee of Canterbury House at S.M.U., and is active in other civic work.

GREAT NEW CONSTRUCTION COVERS ALL DALLAS



The new Hockaday School, with its unusual modern design and latest construction techniques, makes an impressive view as it goes up. Architect for the complex is Harwood K. Smith, with Robert E. McKee Inc. serving as the general contractor.

Photographs for this series by Ed Miley



Nearing completion in the heart of the downtown area is the Praetorian Building on Main Street. Grayson Gill is architect and Henry C. Beck is general contractor.

Steel in the center of the City is not an uncommon sight, as the new addition of the Southwestern Bell Telephone Company begins to start its rise. Thomas Jameson & Merrill are architects. J. W. Bateson Co. is the general contractor.



Steel lying on the sidewalk at Jackson and Akard.

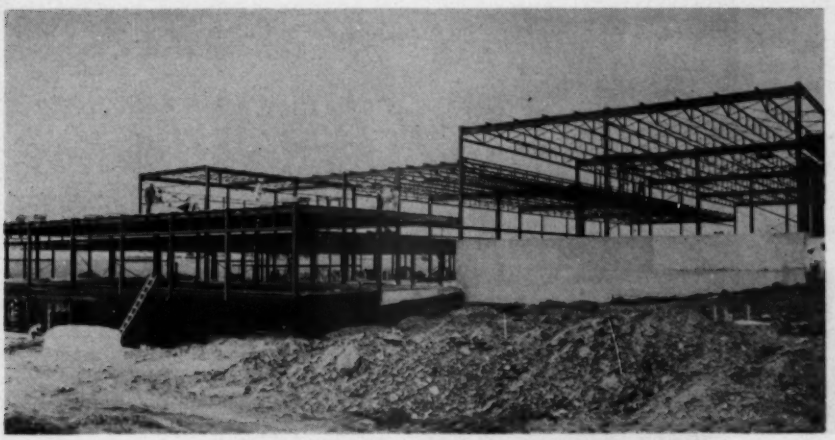
Busy noises from behind high fences a few blocks north at Ross.

And out Harry Hines strange shapes and sounds at Inwood.

Once again, construction is drawing attention in Dallas. As the Praetorian Building downtown nears completion, the Bell Telephone expansion is moving into the building stage and both Cary Plaza and Southwestern Life are constructing on the fringes of downtown. Exchange Park continues its growth, and across Harry Hines the new St. Paul's Hospital is rising. Industrial districts ring the city with new construction.

But even bigger things are in the wind for Dallas. For the first three months of 1961, Dallas ranked third in the nation in dollar value of building permits. According to Dun & Bradstreet statistics, Dallas ranked ahead of all cities except the three giants, New York, Chicago and Los Angeles — and the three-month Dallas total of $57.6 million in building permits was the largest in the City's history for the months of January, February and March.

Construction and permits signify current and immediate construction. Announced plans of a number of firms mean even more changes in the Dallas skyline. While Dallas was awaiting the description of First National Bank's new building



The Glidden Company's new $2 million paint plant at Carrollton is now underway. Dallas architect, Wyatt Hedrick, designed the building.

on the block bounded by Elm, Akard, Pacific and Field, Republic National entered the construction picture again with the announcement that it would add another tower on the St. Paul Street side of the present building. Final plans for both Republic and First are yet to be announced.

And, as construction progressed on Cary Plaza and Southwestern Life at Ross and Akard, J. Curtis Sanford announced plans for a $12 million luxury apartment and office building at the southwest corner of the intersection.

The ground floor of the building will be devoted to offices and retail stores. The two stories above the ground floor will be used for parking. Above the parking floors, a landscaped area with swimming pool and other recreational facilities is planned. Rising out of the center of the landscaped area will be a 26-story metal, glass and mosaic tile tower containing the apartments. The tower will be flatiron-shaped, pointing toward the Ross-Akard corner.

Construction has also begun here on a $6 million luxury hotel and a $3 million deluxe apartment building. The Dallas Cabana, at Stemmons Expressway and Continental, willl consist of a main 10-story building, plus a two-story lanai and



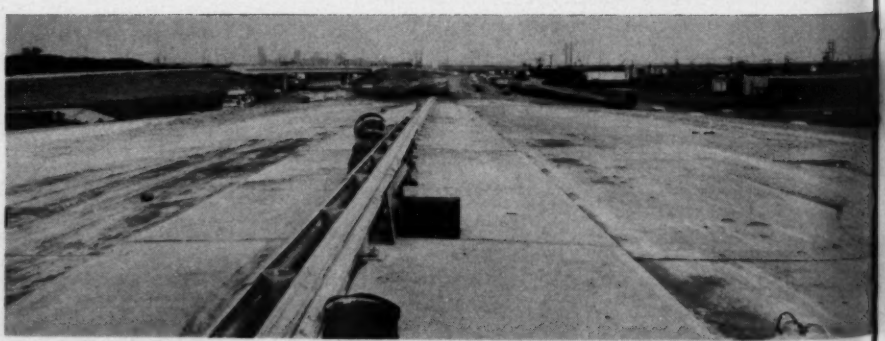
Just announced by J. Curtis Sanford is a $12 million luxury apartment and office building at Ross and Akard. Roper and Vance have been appointed architects.



Entire remodeling of the United Fidelity Building downtown is nearing completion. Hal C. Dyer is general contractor for the building; and Wyatt Hedrick is the architect.

Largest of its kind is the multi-million dollar Bowling Center in Oak Cliff, now under construction. Jacob Anderson is architect for the modern and vast bowling project.





Highway construction is widely in evidence throughout the County. Above, Carpenter Freeway opens a broad swath through the City, passing by clean industrial areas.

As seen from the air (opposite) East-West Expressway begins its way across the City to form a high-speed thoroughfare which will shave minutes off commuter time.



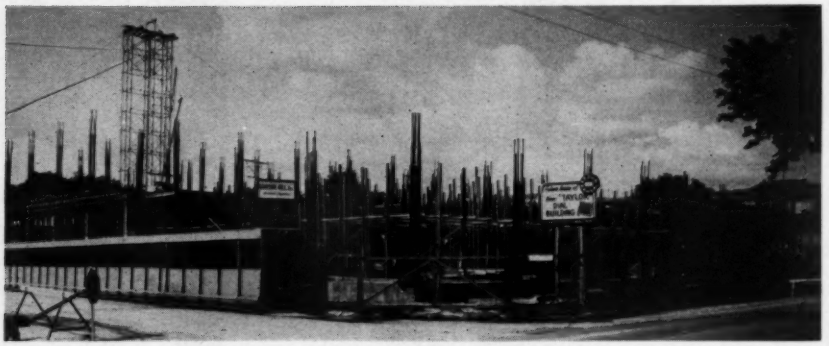
Intriguing to anyone who travels busy Hines Blvd. are the German derricks doing heavy duty for St. Paul's Hospital. In use mostly in America in Atlantic and Pacific Coast cities, the derricks are the "American Pecco," made in Peine, Germany, and "Universal Liebherr," a climbing rig. Architect is Roscoe B. Dewitt; Geo. A. Fuller general contractor.





Behind bright, temporary walls on Akard Street lies a tremendous yawning hole out of which the beautiful Cary Plaza buildings will rise. Henger Construction Company is general contractor. Harrell and Hamilton are architects for the project.

The new Taylor Dial Building for Southwestern Bell Telephone Company was designed by Grayson Gill, Inc., Architect.



pool-patio unit over a large parking facility. Completion is scheduled for May, 1962. Completion on the luxury apartment building at Gilbert and Turtle Creek is expected in July, 1962. To be known as Turtle Creek North, it will rise 12 stories and will contain 115 apartments. Julian Barry and T. C. Bateson of Dallas are general contractors.

Millions of dollars in construction has been announced for several new Dallas shopping centers. Earth-moving has already begun between Abrams and Skillman Roads on Northwest Highway for the $3 million Medallion department store. The center, on a 26-acre tract, will include a variety of other retail stores.

Another shopping center, of 93 acres and estimated to cost $50 million, is still in the planning stages at Northwest Highway and Central Expressway.

Just one block east on Northwest Highway, construction is now underway on a new $2 million store for Sterling Jewelry & Distributing Company. Gower & Folsom Construction Co. is the general contractor.

More than $14 million in the new Dallas School construction is now underway or announced, with the H. Grady Spruce High School in the Pleasant Grove area, at $3.4 million, the largest single construction project.

The largest contract bid in the City of Dallas' history — a $6.4 million offer to build the East Side Treatment Plant for Sabine River water — was opened by City Council this month. The plant, to be built at Sunnyvale and to purify the water from Lake Tawakoni before pumping it into Dallas lines, is a major source of supply after 1963. Bid came from Nolan Bros., Inc., of Wichita Falls. Almost $10 million in additional construction is also underway by the City of Dallas Water Department, including the $2½ million White Rock Sewage Treatment Plant, which is yet to be started.

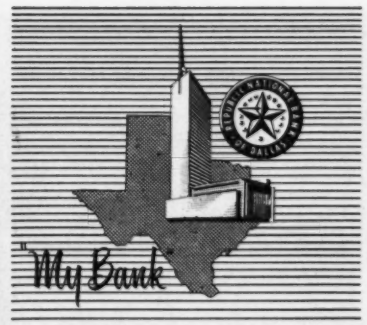
More than $6 million in projects are now under construction by the City of Dallas for street projects, storm sewers, bridges and buildings, with another $2 million to be started this year, including the $1½ million improvement of Bruton Road from Second Avenue to Jim Miller Road. The Texas Highway Department has $22 million in construction underway in Dallas County, including $16 million in Interstate Highways.

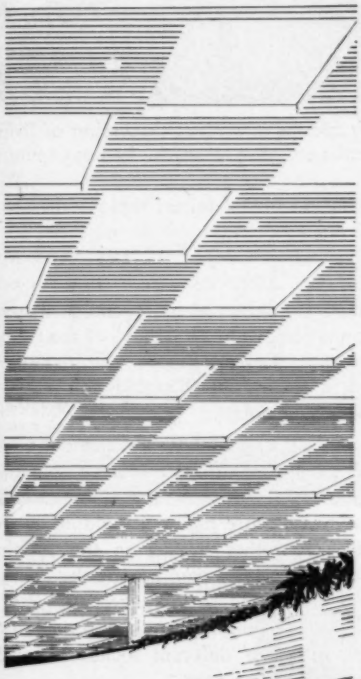


Exchange Park continues its growth with the recent anouncement of its new Medical Center. Lane, Gamble and Associates have been named architects for the hospital and medical offices.



Construction is well underway on the huge new Otis Engineering Plant. Collins and Dryden are architects; Robert E. McKee is general contractor for the large plant.







REPUBLIC NATIONAL BANK OF DALLAS

STATEMENT OF CONDITION

March 31, 1961

RESOURCES

Cash and Due From Banks	$ 254,269,187.06
U. S. Government Obligations, Direct and Fully Guaranteed	186,139,502.69
State, Municipal and Other Securities	22,316,102.32
Stock in Federal Reserve Bank	3,150,000.00
Loans and Discounts	582,068,370.02
Bank Building and Equipment	23,204,375.04
Customers' Liability on Acceptances	6,692,601.50
Other Assets	4,394,895.86
TOTAL	$1,082,235,034.49

LIABILITIES

Capital	$ 48,279,876.00	
Surplus	56,720,124.00	
Undivided Profits	5,002,692.86	$ 110,002,692.86
Reserve for Contingencies		15,050,642.32
Reserve for Taxes, et cetera		7,904,397.08
Acceptances — Outstanding		6,695,046.34
Federal Funds Purchased		20,000,000.00
Deposits:		
Individual	$702,444,079.14	
Banks	201,517,192.00	
U. S. Government	18,620,984.75	922,582,255.89
TOTAL		$1,082,235,034.49

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Residential Building Holds Fast Pace

New homes, shopping centers, apartments and neighborhood development accelerates in all parts o Dallas County.



One of many family groups in serious discussion of living features in Fox & Jacobs consumer study for homes of future.



Interested observers check outside features of Fox & Jacobs Research Home at 11906 Valley Drive. More than 1,300 people visited these homes during April.

Research is coming to the fore as a group and individual technique in the home building industry in Dallas County. Residential building this year continues at a rapid clip with 3,498 single and 1,553 multiple units started during four months up to April 30. This follows a 1960 start record in Dallas County of 9,762 single units and 3,112 multiple units.

The continued outward movement of Dallas County residential developments along existing and planned expressways and trafficways is reflected in the geographical allocation of total starts this year through March. While Dallas proper in its outer reaches accounts for 3,023, outlying suburban towns in the county are showing high activity. Carrollton, on Highway 77 North, accounted for 66. Farmers Branch, just below, accounted for 133, and Irving, to the west, 348. Duncanville, in the south part of the county showed 177 and Lancaster, 62. Moving to the fast growing east side of the County, we find Mesquite with 476, Richardson 364 and Garland 300.

For the first time anywhere, Fox & Jacobs Construction Company, carried applied research into the home building industry with the construction of two Research Homes to determine what the public wants in homes of the future. Adapting techniques and materials developed by other industries, and incorporating methods developed through their own building operations, Fox & Jacobs built their first two research homes at a cost of over $150,000 from planning stage to completion.



Wooded terrain and creeks form natural beauty setting for Parkview Estates development now started in Richardson.

Beginning Sunday, April 23, more than 1,300 people examined these homes containing the home building industry's most advanced construction and decorative features. After inspection visitors were asked to register their reactions in questionnaires. From a study of consumer reaction, Fox & Jacobs will determine which features they will use in building their own homes.

Since they sold their first home in 1947, Ike Jacobs and Dave Fox have built over 50 million dollars worth of homes and have won more national building awards than any other builder in the country. They are now ranked among the five top builders in the nation. Presently Fox & Jacobs are building residential communities in seven different locations in the Greater Dallas area.

Pointing up top values available in various sections of Dallas in all price ranges, these communities contain either Forecast models in the $12,950 to $15,000 class, Accent from $15,950 to $20,000, or Flair from $23,000 to $30,000. Carrollton Downs, on Webb Chapel Road south of Beltline, will contain 360 Forecast homes. In Highland Meadows on Forest



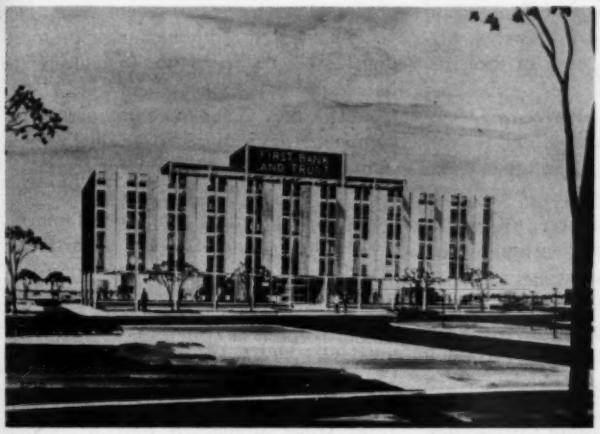
Night view of Regency Home located near Royal Lane and Webb Chapel Road. These homes in the new development are in the $19,990 to $26,000 price range.

Lane, west of Marsh Lane, 360 Accent homes are being built. Greenwood Hills in Richardson is the site of 650 Accent and Forecast homes. In Garland, the firm is building 220 Forecast homes and 50 Accent homes. The new Flair community will contain 360 homes on Forest Lane west of Midway road in North Dallas. Rolling Ridge in Irving will have 150 Forecast homes and Northgate West is the site of 50 Accent homes.

Builders in other sections of Dallas are carrying on mass projects that involve homes priced around and below $12,000 to major developments in the $150,000 plus class. Competition in all sections of the County and in all price classes give Dallas home buyers buying advantages found in few other major cities. In addition to sound built-in home values, Dallas' major developers have been building integrated communities with planned shopping centers, schools and other facilities that make for orderly suburban development.

Richardson is a prime example of orderly suburban development in Dallas County during the past decade. Now spreading out in its business and residential area on both sides of Central Expressway, Richardson has grown from a village of 1,284 in 1950 to some 20,000 population. More than 5,000 homes have been built in Richardson which are protected by zoning.

Richardson now has a highly-rated school system, fine churches, excellent shopping centers, recreational facilities in and near the city and an excellent city government patterned after Dallas' council-manager system. Now rising on the East side of Central Expressway is the six story First Bank & Trust Building. The





Sketch of six-story First Bank & Trust Building, Richardson's tallest. The building is slated for completion in mid-July.



A typical Classic Home, below, in Hockaday West. These homes are in the $30,000 to $60,000 class.



Top right is a sketch of the $3 million, 12-story Turtle Creek North Apartment now under construction at 3700 Turtle Creek Drive, near the heart of downtown.

Native oaks and winding streets set homes in natural beauty of Clayton Wyman's Glen Oaks development in Oak Cliff. Now developing are 100 new houses.

city's tallest structure, this will be ready for occupancy by mid-July.

To provide adequate shopping facilities, Heights Inc., headed by George M. Underwood Jr. and James Lindsey Embrey, has developed a 20-acre shopping center at North Central Expressway and Belt Line Road. This almost-completed center will include 75 establishments. Even before this is completed, Underwood and Embrey have launched a 26-acre center Arapaho Village, at Arapaho Road and West Shore Drive. They have also turned their attention to other projects such as the fine New Orleans Apartments and the 60 room Dallas Continental Inn. In all, Richardson Heights Inc., headed by Mr. Underwood and Mr. Embry, has developed 14 additions on the west side of the expressway since 1953 providing homes for some 15,000 people.

Danna Construction Company, headed by Joe and C. D. Danna, have been building in Richardson since 1952, and have over 1,000 homes built and occupied. They are the builders of Finesse Homes, planned on the basis of surveys covering 5,000 women on home preference. They presently have under construction Futura Homes, air-conditioned brick in the $12,900 to $16,000 price range. They are also building Finesse Homes in the $16,500 to $18,500 range and are also getting under way with Danna Homes in the $11,900 to $14,500 range in Northridge Estates.

Other major developers who have taken part in the growth of Richardson include O. K. Jones and Ed Knobel. Mr. Jones is the owner-developer of Richardson Terrace Shopping Center on the East side of the expressway. Parkview Development Corporation headed by Carroll Maxwell Jr. and Robert L. Sutton are also major builders in this area.



Construction is now under way on the $1,250,000 Grand Central Shopping Center in Grand Prairie. Vernon S. Smith heads this large, new nine acre development.

Lewis Grinnan Company, of which Lewis Grinnan, Jr. is President and owner, has been very active in various stages of real estate development and investment both in Dallas County and in various parts of Texas and the United States for many years. It has numerous affiliates which handle various phases of the Grinnan operation. Grinnan Housing Corporation and Northrich Development Company have been very active in Dallas, Richardson, Garland and Plano, having developed or having under development over 500 residential acres in recent years. Development is currently beginning on more than 200 acres in Plano. In addition to its residential development in Dallas County, the Grinnan combination of companies has acquired from time to time numerous tracts of commercial and industrial property which are in various stages of planning and development. Through Grinnan-Inwood Apartments and Grinnan Development Company, over 300 apartment housing rental units have been constructed recently or are currently under construction in Dallas County.

The Royal Lane area of North Dallas from Hines Boulevard East is another major center of home building activity. Among major custom builders operating in this area is Fred W. Thompson building Supreme Homes in four locations. In Chapel Downs and Sparkman Club Estates, Fred Thompson is building homes in the $25,000 to $45,000 class. In Les Jardins, Thompson's Supreme Homes are in the $35,000 to $60,000 bracket. In another area, Preston Downs, located near Alpha Road and Hillcrest, Thompson is building in the $40,000 to $80,000 class.

In another section of North Dallas, Karl Mirkes and Associates of Classic Homes, recently opened up a new area in Hockaday West. Karl Mirkes, president of Classic Homes Inc., has been building homes in Dallas in the $30,000 to $60,000 class for about 14 years.



Construction on 15-acre Park Forest Shopping Center, above, will start this summer. Robert S. Folsom heads this development at Forest and Marsh Lanes.



Right, a typical Buddy Watel custom built home in Melshire Estates. Watel builds 25-30 homes each year to sell within the $30,000 to $50,000 bracket.



Webb Royal Shopping Center, above, is slated for June opening at Webb Chapel Road and Royal Lane. A. Pollard Simons heads this $2,000,000 development.

Classic Homes in this price range are being built in North Highland Estates, Forestcrest, Northhaven Estates and North-Haven Manor.

Sidney Balman, builder of Regency Homes, is now developing an area of 80 homes in the Webb Chapel Road — Royal Lane area. Balman has been building homes in the $20,000 to $30,000 price range during the past four or five years. Regency Homes in the new development are in the $19,990 to $26,000 range. During the past month Regency sales have topped $375,000 according to Mr. Balman. The new models attracted approximately 1,000 visitors the first month and twenty homes were sold.

Marshall Matson is another major developer operating in this area. Presently developing North Highland Estates with E. Clay Pearce as sales manager, Mr. Matson has previously developed such areas as Preston Brook Estates, Forrest Lane and Hillcrest Estates, Bradford Estates, Walnut Hill, Presthaven Park Estates and Northaven Estates. At present, Mr. Pearce is developing Webb Chapel Estates.

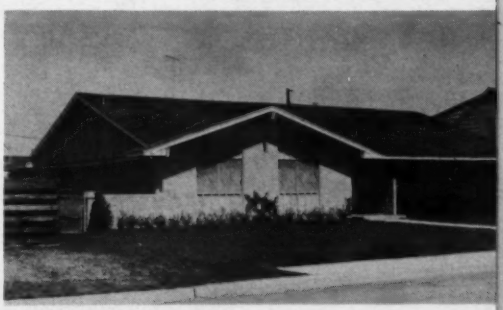
Buddy Watel is another custom builder who has been operating in the North Dallas area for eight years, building currently in North Highland Estates, Melshire Estates, Les Jardines and Northwood Hills. Mr. and Mrs. Louis E. Watel make up a builder-decorator team who have built and sold $3½ million of custom built houses in last six years. Buddy Watel builds from 25 to 30 houses each year in the $30,000 to $50,000 bracket.

Further development in North Dallas is forecast by the recent sale of 80 lots in the seventh and eighth installments of Kenilworth Estates Addition by Harold G. Weil to Lawson Ridgway and Warren Clark of Centennial Construction Company. Plans are under way now for construction of model homes within the next few weeks. Developer Harold Weil has also recently purchased 215 acres at the southeast corner of Marsh Lane and Valley View for fine residential subdivision development.

Moving further west, home building activity continues at a high rate in Northgate and other sections of Irving, in Grand Prairie and Oak Cliff and South Oak Cliff. Typical of development near the Thornton Freeway in Oak Cliff is Glen Oaks. Currently developing here are another 100 plus homesites. Glen Oaks is a 420 acre tract that has been under development by Clayton Wyman since 1952. Homes in Glen Oaks range from the $23,000 to the $45,000 bracket, and more than 500 homes have been completed in this area.

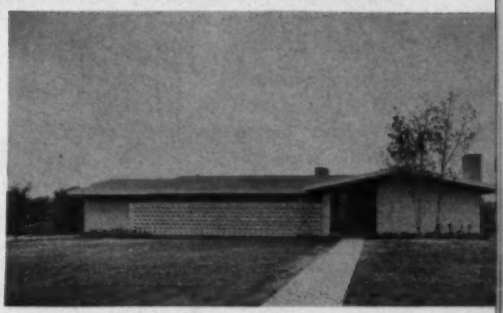
From Lockwood Addition east of White Rock where homes are being built in the $20,000 to $50,000 class, to luxurious Northwood Hills where George Mixon and W. T. Troth have developed 600 acres in luxury homes in the $40,000 to $100,000 price range, the development of major subdivision continues across Preston Road and west. But Dallas also has a multiplicity of choice in more modest homes all the way from Mesquite to South Oak Cliff and east to Seagoville. Good buys in modest homes are one of Dallas' major attractions for industry.

Chapel Downs at Webb Chapel Road and Walnut Hill Lane is the site of this Supreme Home. These homes are designed to be in the $25,000 to $40,000 price class.





A typical Supreme Home in Les Jardins at Royal Lane and Inwood. Fred W. Thompson is the builder of these homes which are in the $35,000-$50,000 price range.



A typical luxury home in Northwood Hills. George F. Mixon and W. T. Troth are developing 600 acres at Hillcrest and Alpha Road for homes which will be in the $40,000 to $100,000 price range.

Shopping centers provide another prime index to Dallas suburban and residential development in all parts of Dallas County. Consummation of the largest shopping

(Continued on page 66)

An Important Dallas Asset:

AVAILABLE INDUSTRIAL ACREAGE

In a special study, DALLAS presents the first complete statistical summary ever made of the Dallas County planned industrial districts, with map showing the locations of all the 26 named districts, and charts on their development.

Planned industrial districts continue to be an important factor in the growth of Dallas as a manufacturing and distribution center. Not only do the districts themselves advertise widely and work to bring new industry to Dallas, but their excellent locations, unusual land values and many other aspects peculiar to Dallas prove to be deciding factors in causing numerous industrial prospects to choose Dallas for their factory, their warehouse or their home office. And the districts continue to make available the necessary room that many Dallas firms need for expansion.

On the following pages is the first complete statistical summary ever presented of the Dallas County planned industrial districts, with a map showing locations of the districts. Information for this statistical presentation was received by DALLAS from officials of the 26 named districts.

As the chart shows, Dallas' districts are in various stages of development, from Inwood which is 100% developed and sold to Buckner Park, on which development has just begun. Prices also vary widely, from a low of 7c per square foot to a maximum of $3.50 per square foot.

Districts included in the survey were those which fitted the description of a planned or organized district as defined by the U. S. Department of Commerce:

> A tract of land subdivided and developed according to a comprehensive plan for the use of a community of industries, with streets, rail lead tracks and utilities installed before sites are sold to prospective occupants. The plan must provide for adequate control of the area and buildings through restrictions and zoning.

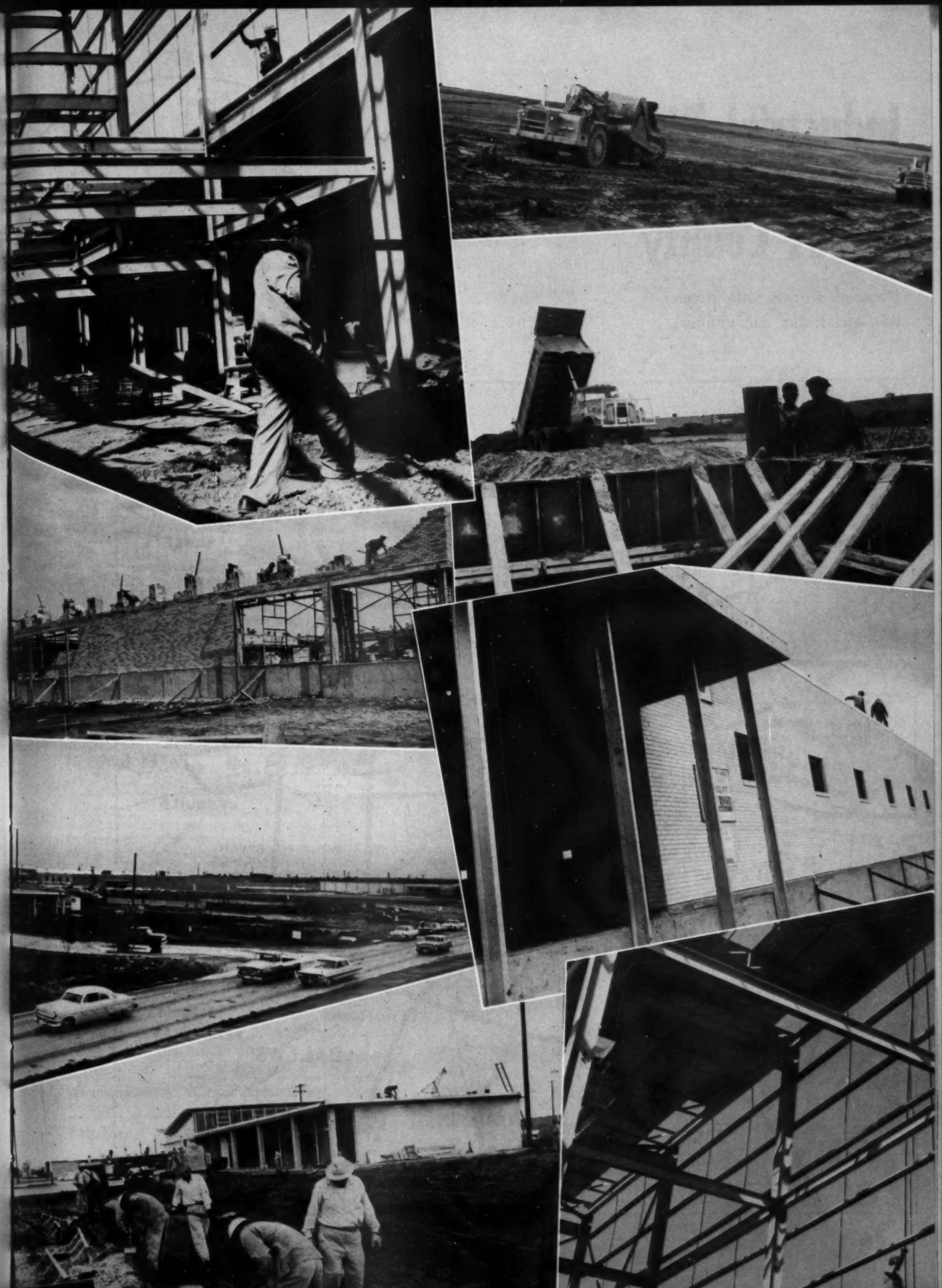
As the map clearly shows, these districts are located throughout Dallas County, with the heaviest emphasis on the north and west side. Several new districts, Buckner Park and Skyline to name just two, on the east side of Dallas County are just gaining momentum, however.

Dallas industrial development means more than just planned industrial districts, and it means more than Dallas County. On the final page of this article is a map of the four-county Dallas Standard Metropolitan Statistical Area, Collin, Dallas, Denton and Ellis Counties, with all industrial acreage shown in color.

This includes not only that acreage now occupied by industry but tracts of land with rail, roads utilities accessible; that is, land that could be shown to an industrial prospect. And much of the unoccupied acreage on the map has probably already been shown to industrial prospects.

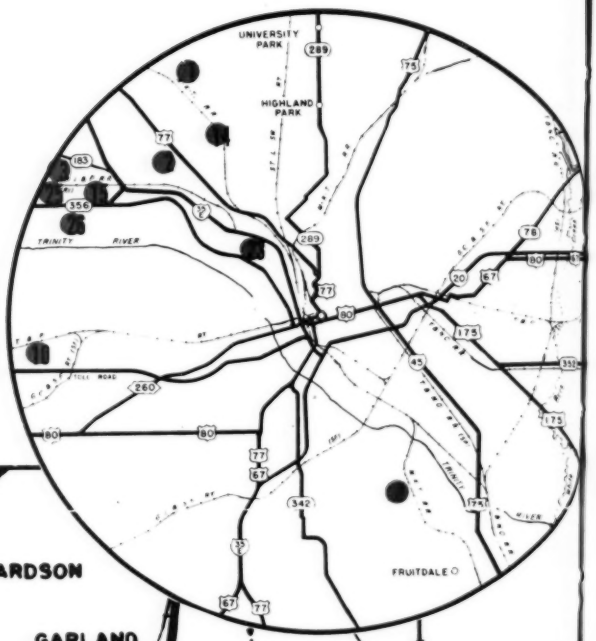
Activities in the various districts today clearly demonstrate the continuing progress of Dallas as the Southwest's leader in both manufacturing and distribution.

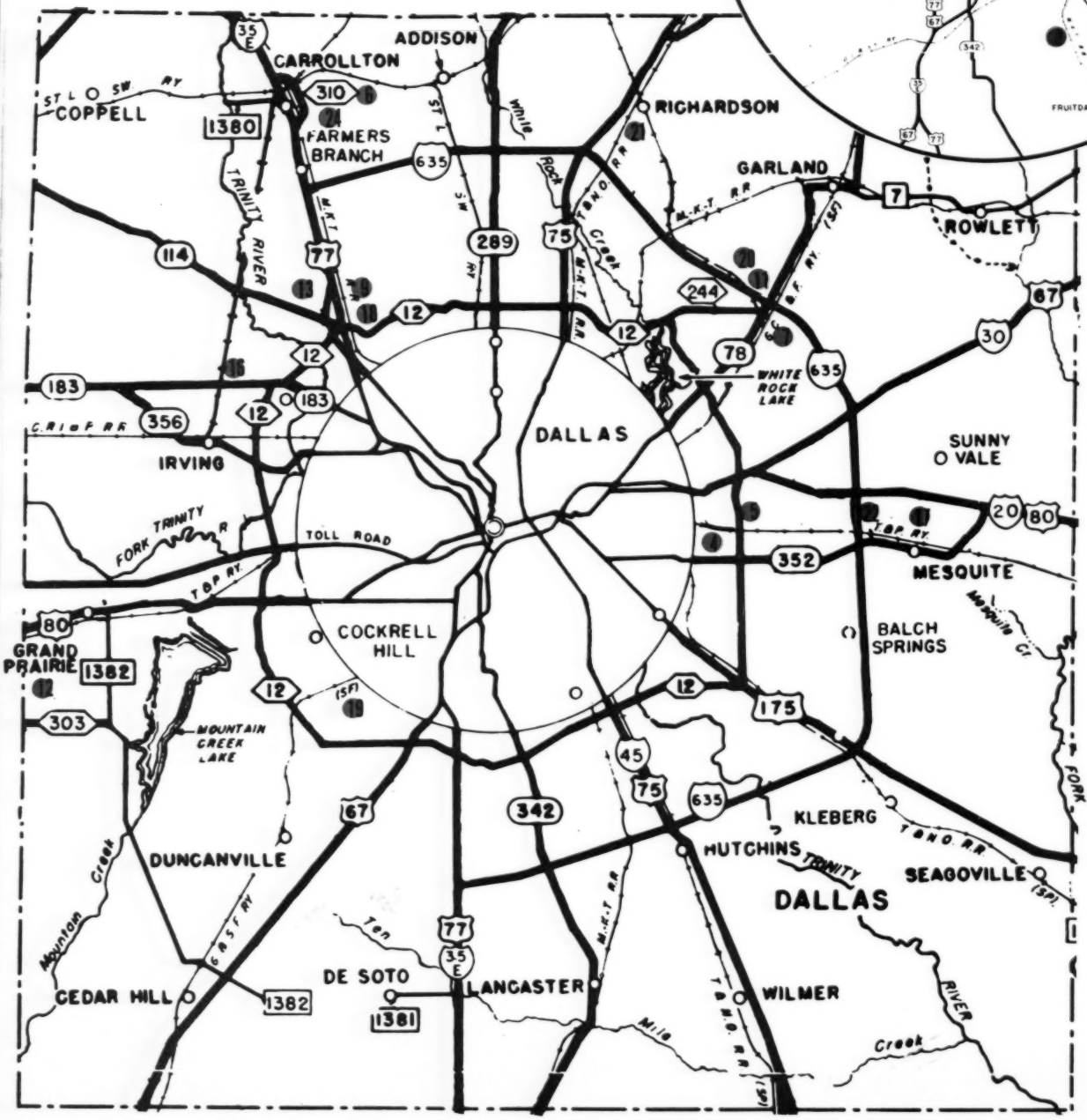
Activity in the planned industrial districts of Dallas County continues at a rapid pace. Within the past two weeks, the pictures on the opposite page were taken in various industrial districts throughout the County. Photos show buildings currently under construction and land being leveled for still more industrial use.



Industrial Districts in Dallas County

(Planned districts with streets, rail lead tracks and utilities)





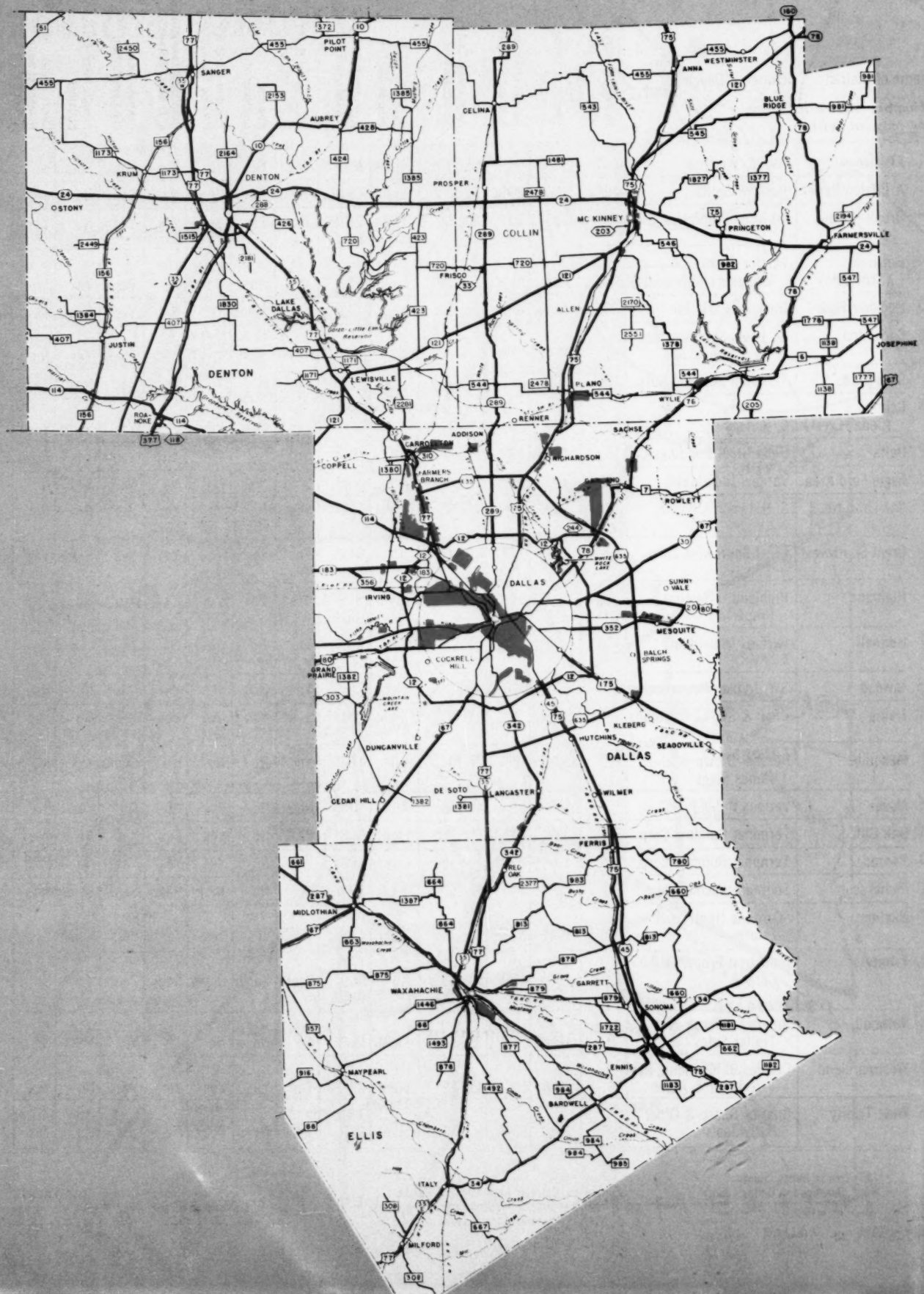
Name of District (Number shows location on map at left)	Owner & Developer	Number of Acres	Percent of Acreage Developed	Percent of Acreage Sold and Occupied	Approximate Cost per Square Foot	Zoning—Light Mfg. or All	Railroads Serving District	Requires Set-Backs	Requires Landscaping	Requires Off-street Parking & Loading	Requires Screening of Outdoor Storage	Controls Design and Construction	Permits Metal-Clad Buildings	Limits Size & Number of Signs
1. Airlawn	Carl C. Weichsel	250	100%	90%	$1-$1.25	Light	MKT	Yes	Yes	Yes	Yes	Yes	Some	No
2. Arlington Park	Ross W. Smith	40	100%	80%	$1-$1.25	Light	CRIP	Yes	No	Yes	No	Some	Yes	Yes
3. Brook Hollow	Windsor Properties, Inc.	800	100%	80%	50c-$1	Light	CRIP MKT	Yes	Yes	Yes	Yes	Yes	No	Yes
4. Buckner (Scottdale)	Lander, McNeill & Williams (Individuals)	232	49%	21%	25c-75c	Light	T&P	Yes	No	Park Only	No	Yes	Yes	No
5. Buckner Park	Buckner Park. Inc.	360	None	None	35c-50c	Light	T&P	Yes	Some	Yes	No	Yes	Some	Yes
6. Carrollton	St. Louis Southwestern RR & Individuals	661	75%	22%	5c-12c	All	SLS	Yes	No	Yes	Yes	Some	Yes	No
7. Casa Linda	Terminal Building Corp.	130	30%	25%	18c-$1	Light	GCSF	Yes	No	Yes	Yes	Yes	No	Yes
8. Central (Cedar Crest)	C. R. Tips	300	50%	25%	25c-$1	Light	MKT	Yes	Yes	Yes	Yes	Yes	Some	Yes
9. Delta	Delta Steel Buildings Co.	15	100%	40%	33c-35c	All	MKT	No	No	Yes	No	Some	Yes	No
10. Eagle Ford Area	Various Individuals	925	44%	36%	7c-14c	All	T&P	No	No	No	No	No	Yes	No
11. Gar-Land No. 1	S. H. Lynch & Assoc.	42	100%	30%	17c-35c	Light	MKT GCSF	Yes	No	Yes	Yes	Yes	No	No
12. Great Southwest	Great Southwest Corp.	5,500[1]	17%[2]	12%	40c-$1	All	T&P CRIP	Yes	Yes	Yes	Yes	Yes	Some	Yes
13. Highland	Highland Industrial Properties	120	100%	60%	35c-75c	Light	SLSFT CRIP	Yes	Yes	Yes	Yes	Yes	No	Yes
14. Hudnall	Various Individuals	100	100%	90%	$1	All	MKT	Yes	No	Load Only	No	No	Yes	No
15. Inwood	SW. Indus. Properties	100	100%	100%	50c-$1	Light	CRIP	Yes	No	Yes	Yes	Yes	No	No
16. Irving	CRIP & SLSFT Railroads	160	100%	50%	17c-30c	Light	CRIP SLSFT	Yes	Yes	Yes	Yes	Yes	No	Yes
17. Mesquite	Hershel Brown et al—James Riggs	85	20%	10%	7c-10c	All	T&P	Yes	No	No	No	Some	Yes	No
18. Moser	Various Individuals	40	100%	85%	40c-50c	All	MKT	No	No	Yes	No	No	Yes	No
19. Oak Cliff	Terminal Building Corp.	322	30%	20%	15c-25c	Light	GCSF	Yes	No	Yes	Yes	Yes	No	Yes
20. Penrod	Terminal Building Corp.	72	100%	40%	10c-15c	Light	GCSF	Yes	No	Yes	Yes	Yes	No	Yes
21. Richardson	Southern Pacific Lines	272	65%	5%	8c-15c	All	SP	Yes	No	Yes	Yes	Some	Some	No
22. Skyline	Caroline Hunt Trust Estate	502	40%	None	24c-35c	Light	T&P	Yes	Yes	Yes	Yes	Yes	Some	Yes
23. Trinity	Industrial Properties Corp.	1200	75%	65%	50c-$3.50	All	T&P SLS, CRIP	Some	Some	Some	Some	Some	Some	No
24. Valwood	American Truck & Trailer Sales Co.	30	100%	18%	25c-50c	Light	MKT	No	No	No	No	Yes	Yes	No
25. Westmoreland	Charles B. Raymond, Ray T. Skinner & Assoc.	75	35%	5%	45c-$2	Light	CRIP	Yes	Yes	Yes	Yes	Yes	No	Yes
26. West Trinity	Charles Sharp & Other Individuals	190	60%	60%	50c-$1.50	Light	T&P, SLS	Yes	No	Yes	No	Yes	No	Yes

[1] 720 acres in Dallas County
[2] None developed in Dallas County

Railroads:
CRIP—Chicago, Rock Island & Pacific
GCSF—Gulf, Colorado & Santa Fe
MKT—Missouri-Kansas-Texas
SLS—St. Louis Southwestern (Cotton Belt)
SLSFT—St. Louis, San Francisco & Texas (Frisco)
SP—Southern Pacific
T&P—Texas & Pacific

Industrial Areas in Metropolitan Dallas

(Areas zoned for industry, with roads/rail and utilities accessible)





WFAA Communications Center
606 Young Street

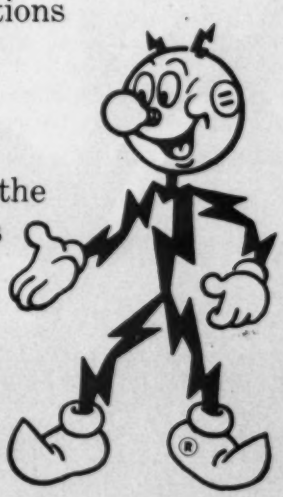
Owners: A. H. Belo Corporation
Architects and Engineers: George Dahl

General Contractor & Engineers: Lee Emmert
Electrical Contractor: Fischback & Moore, Inc.

TURNING A NEW LIGHT ON BEAUTY AND SERVICE

Light and architectural design are skillfully blended to lend unusual beauty to the new WFAA Communications Center. Down lights and indirect up lights are concealed in metal fixtures to minimize glare and illuminate the building with pools of light.

This modern building is a beautiful example of the use of planned lighting . . for decorative effects as well as for identification and protection. Dallas Power & Light Company will be glad to help you plan your lighting . . for selling, seeing and for beauty. Call RI 7-4011, Commercial Service Division.



DALLAS POWER & LIGHT COMPANY

HOME BUILDERS STABILIZE DEVELOPMENT



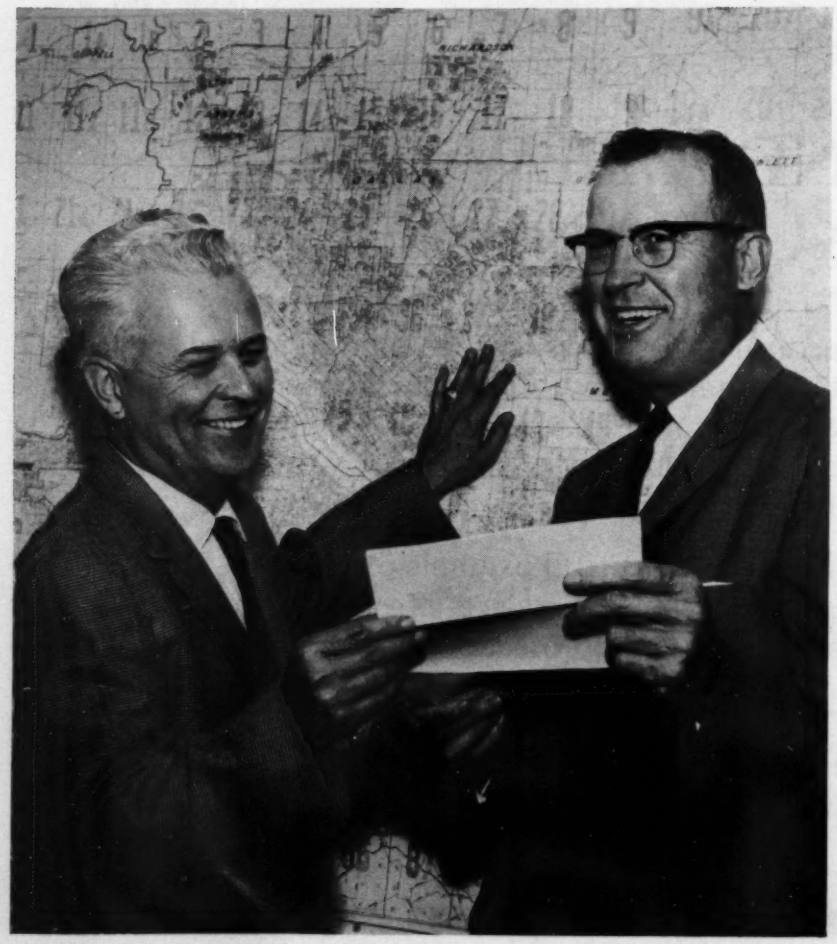
H. LESLIE HILL
1950 President



ROLAND PELT
1951 President

Marketing comes to fore as Dallas Association sets up research program to provide vital home building information.

Leland G. Lee Jr., president of the Home Builders Association of Dallas County checks out research data with Avery Mays, 1949 President of organization.



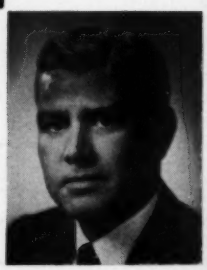
Home building is the largest local industry of Dallas County whose products are used only locally.

Seldom does the annual total drop far below 10,000 residential lots fully developed and 10,000 new houses constructed on the lots. The rate of new construction in the first four months of this year indicates that more than 10,000 new houses will be built in 1961, but probably less than the 12,000 — plus single family dwellings turned out in 1959.

The process by which raw land on the periphery of Dallas and other cities of the metropolitan area is converted into attractive residential neighborhoods puts millions of dollars into the bank accounts of the former owners who have sold their



VERNON S. SMITH
1952 President



WILSON H. BROWN
1953 President

acreage to professional land developers.

The developers then invest millions of dollars in engineering and land planning, installation of streets, alleys, sanitary sewer lines, water lines, storm sewers. This process supports another big local industry — the companies which install the streets and utilities.

The local governments benefit. They become owners of the capital improvements of each new subdivision, and the developed lots are taxed at a much higher level. Then, as home structures are completed on the lots, the municipal, county and state governments add valuations for the structures to their tax rolls.

In addition to the peripheral construction taking place this year, it appears almost certain that not less than 3,000 new units of multi-family dwellings will be built in 1961, the majority of the apartment houses replacing older obsolescent residences in additions which were new in the city 35 to 50 years ago. This is a vig-



W. HAL McGRAW
1954 President



JAMES W. BAILEY
1955 President

orous type of urban renewal, a product of opportunity, capital and enterprise.

Most of all of this work of land developing and building will be accomplished by the home building industry of Dallas County, and leading builders and students of residential construction over the nation will be watching — as usual — for innovations developed in the Dallas area.

Numerous of these innovations will go on public show June 9 through 18 when the annual Parade of Homes will be opened to the public by the Home Builders Association of Dallas County.



W. H. ROBERTS
1958 President



WM. M. GAYNIER
1959 President



GEORGE M.
UNDERWOOD JR.
1960 President

The 1961 Parade of Homes will be in the form of a "report" by the local home building industry to the public of the progress it has made in construction and planning in the 10 years since the industry staged its first Parade of Homes. Twenty-six companies will show 18 "new models" of homes in three concurrent expositions — one at Hillcrest Park in northern Irving, another at Les Jardins addition at Royal Lane and Midway Road, and the third in Lochwood addition, between Easton Road and Garland Road.

General Chairman, Fred Peek of the Parade of Homes, summarizes the gaps closed by Dallas County home builders in the decade during which the industry has used the Parade as its annual mass public showing.



HAROLD F. SMITH
1956 President



JOE F. MABERRY
1957 President

"In the first Parade of Homes in 1952 the housing industry showed how good a house could be provided in the $12,000 value range. The builders were proud that all had central heating systems, and a few boasted that they could provide central air conditioning at extra cost. A few of the homes offered a third bedroom, but an extra full or half bath could not be provided within that value range.

"Today, it is not difficult to find new homes in Dallas County of three bedrooms, either two full baths or one and a half baths, centrally air conditioned, in the range of $12,000 to $13,500. In addition, such new homes usually have installed the basic kitchen appliances," Mr. Peek said.

In fact, some Dallas County builders this year are offering three bedroom homes of sparkling design in the range of $9,000 to $10,000.

Young married couples who haven't had opportunity to accumulate much cash for down payments now can become investors in a "dressy" house and real property for relatively low down payments and monthly payments as low as $70 to $80 per month. Such values are available this year in standard subdivisions embracing all the requirements of good permanent neighborhood design and construction.

Comparable contrasts exist this year in all the other value ranges in speculative and custom-built new homes, from the low-cost to the spectacular, large and ultrahigh investments for which the Dallas area is famous.

"We feel that the home building industry is showing evidences of maturity, especially in business management and our ability to make use of the vast technical and product improvements" says Leland G. Lee, Jr., President of the Home Builders Association of Dallas County.

Mr. Lee recalled that for the first 10 years following World War II the housing industry had all it could do to provide new houses to meet demands of families needing houses. Major problems for builders then were finding adequate supplies of materials and workmanship, and the builders had no great problems selling the finished houses.

"But now, the home builder must be able to anticipate and plan and build a home the prospect will want to own" Lee says. "If he isn't a good enough all-round businessman and planner he cannot stay in business. Competition is tough, and the capital necessary to do a good building and marketing job seeks only the builder with proven experience."

Recognizing the changing conditions facing the home builders, the Home Builders Association is at work to provide better services to aid its members in their roles as professional community builders.

A major effort at present is providing a perpetual system of analysis of market conditions for all Dallas County. The immediate goal is regular reports to the Association members showing how many new houses are being built in each locality, and what price ranges are involved,

(Continued on Page 76)

Twenty Years of Steady Growth

Dallas' tremendous growth over the past 10 years is shown clearly by the accompanying table which compares the 1950 to 1960 growth with that from 1940 to 1950. Not only did the 1950-60 growth equal that of the 1940-50 decade but almost every measure showed significant gains.

Largest increases in growth comparisons came in the measures which reflect industrial growth. The gain of Value Added by Manufacture from 1948-58 was almost three times that of the

ECONOMIC TREND OF DALLAS

	1940	1950
Population*	398,564	614,799
Dallas and its 4 "island" cities	321,241	473,225
Employment — Total (Dec.)*	162,019	264,495
Manufacturing Employment*	26,700	52,105
Bank Clearings (000's)	$2,986,782	$14,451,332
Bank Debits (000's)	$3,160,201	$15,204,638
Bank Deposits (Dec. 31) (000's)	$329,703	$1,362,256
Bank Resources (Dec. 31) (000's)	$362,740	$1,472,334
Postal Receipts	$4,597,832	$13,044,551
Air Mail Originated (lbs.)	229,429	782,095
Electricity Consumption (000's-KWH)	314,026	932,136
Industrial	44,294	193,057
Natural Gas Consumption (000's cu. ft)	18,591,834	41,098,853
Industrial	11,838,635	27,916,680
Electric Meters (Dec. 31)	91,050	146,275
Water Meters (Dec. 31)	81,029	131,239
Gas Meters (Dec. 31)	84,223	147,976
Telephones (Dec. 31)	101,071	236,794
Motor Vehicle Registrations*	122,786	259,278
Passenger Cars	101,111	208,499
Commercial and Farm Vehicles	21,675	50,779
Airline Passengers Enplaned	102,045	442,450
Effective Buying Income (000's)*	$301,248	$1,070,810
Per Family	$2,675	$5,537
Retail Sales (000's)*	$188,536[2]	$704,804[4]
Wholesale Sales (000's)*	$479,834[2]	$2,238,449[4]
Value Added by Manufacture (000's)*	$61,458[2]	$238,839[3]

*Includes all of Dallas County. Other data (except telephones) cover only the city of Dallas and its four "island" cities — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes Duncanville, Farmers Branch, Grand Prairie, Hutchins, Mesquite and Richardson, in addition to Dallas and its four "island' cities.

1939-48 period, and similar large increases were shown by Industrial consumption of natural gas and electricity.

The continuing growth of Dallas as a major financial center is shown in this comparison by the comparative increases in bank debits. The growth from 1950 to 1960 was better than 50% larger than the 1940-50 increase.

AS D DALLAS COUNTY — 1940-1960

1960	Increase 1940-1950	Increase 1950-1960
951,527	216,235	336,728
717,819	151,984	244,594
415,730	102,476	151,235
87,450	25,405	35,345
$27,811,935	$11,464,550	$13,360,603
$34,691,589	$12,044,437	$19,486,951
$2,672,187	$1,032,553	$1,309,931
$3,000,394	$1,109,594	$1,528,060
$28,946,389	$8,446,719	$15,901,838
1,912,446	552,666	1,130,351
3,153, 651	618,110	2,221,515
659,788	148,763	466,731
90,432,355	22,507,019	49,333,502
64,284,896	16,078,045	36,368,216
229,885	55,225	83,610
210,461	50,210	79,222
219,157	63,753	71,181
447,372	135,723	210,578
489,240[1]	136,492	229,962
382,724[1]	107,388	174,225
106,516[1]	29,104	55,737
1,293,546	340,405	851,096
$2,141,158	$769,562	$1,070,348
$7,000	$2,862	$1,463
$1,348,702[5]	$516,268	$643,898
$3,979,838[5]	$1,758,615	$1,741,389
$804,381[5]	$177,381	$565,542

[1]Motor vehicle registrations shown for 1960 are for 1959 registration year ending March 31, 1960.
[2]1939; [3]1947; [4]1948; [5]1958;

DALLAS EXPANDS AS BUILDING SUPPLY CENTER

National Manufacturers and Local Plants Continue Strong Growth Pattern.

Dallas continues to expand as a marketing and manufacturing center in the building supply field. Republic Transcon Industries, one of the nation's largest manufacturers of water heaters and other building components, recently announced the moving of its major manufacturing activities to Dallas along with its corporate headquarters.

On June 1, Milton J. Stevens, Chairman of the Board of Republic-Transcon Industries, will move to Dallas. In June more facilities are to be added in Dallas for the production of Republic Top Loading Clothes Dryers. The Hammel Furnace & Air Conditioning Division will also be moved to Dallas from Los Angeles.

Republic Transcon Industries recently acquired the Mathes Air Conditioning Co. of Marble Falls, which will continue to produce air-conditioning equipment from half ton to 20 ton capacity.

The Republic Water Heater Division of Texlite, a subsidiary of Republic Transcon Industries, is one of the world's largest manufacturers of glasslined water heaters. Some 450 to 500 Republic water heaters are now being produced daily in the Texlite Plant. LeRoy Erickson, president of Texlite Inc., says that commercial water heaters for apartments, restaurants, motels and other commercial establishments are now being marketed in increasing numbers through Texas mechanical contractors.

Texlite is also entering into the architectural panel business with new vigor since the installation of a new Ferro Continuous Furnace in their Dallas plant. Texlite was one of the pioneers in producing architectural panels in the Southwest. For more than ten years Texlite's color panels have enhanced the appearance of buildings in the City of Dallas including such structures as the Statler-Hilton Hotel, Love Field Terminal Building, Dallas Federal Savings & Loan Building, the Vaughn Building and others. This trend is increasing in other Texas cities and over the nation and Texlite looks forward to a steady increase in this business.

Plastic Products of Texas Inc., manufacturers of NATURALITE plastic dome skylights, light control accessories and special duty units, is another fast growing firm in the building specialty field. This manufacturing company for NATURALITE products was founded in January, 1945 by John J. Kemendo, who became interested in plastics while associated with North American Aviation Inc. during World War II.

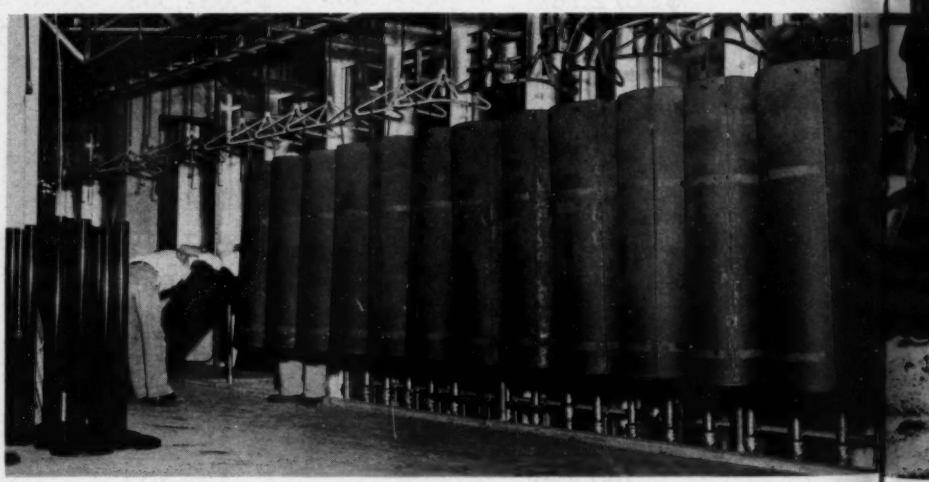
The first product manufactured by the company was a simple acetate card holder. During the late 1940's, as acrylic plastic became available for commercial use, Plastic Products of Texas expanded its manufacturing operation to include highly complex acrylic floor and counter display units, sign faces and replacement parts for local aircraft industries. Special techniques and equipment were developed during this time for the forming of various intricate plastic shapes.

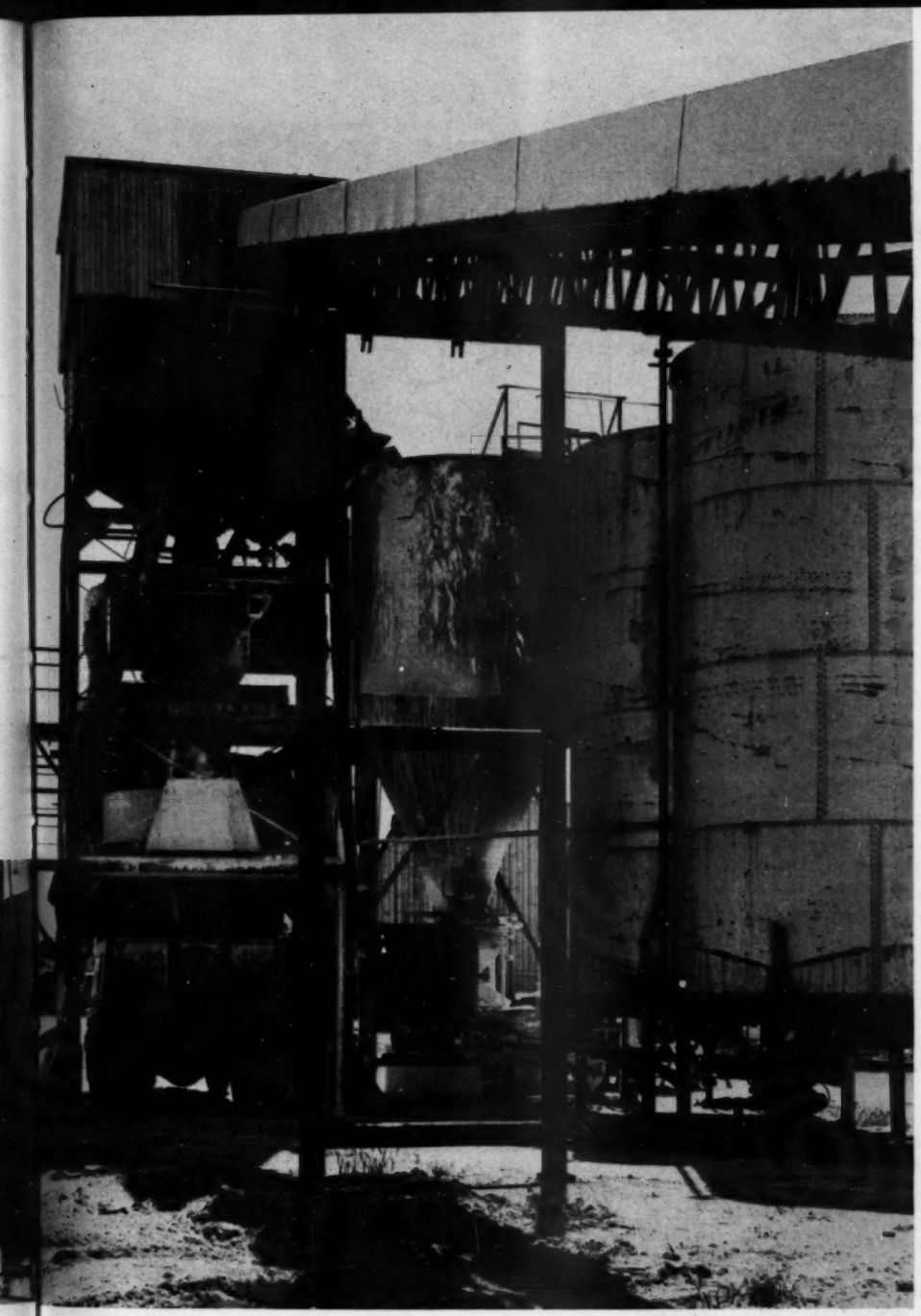
In 1950, the plastic dome skylight was introduced to the building industry and Plastic Products of Texas became one of the pioneer manufacturers in this field. One of the earliest plastic skylight projects was for the Atomic Energy Commission at Los Alamos, New Mexico. This installation was highly successful and is still in satisfactory service. The success of this installation launched Plastic Products of Texas into the major building field.

NATURALITE was adopted as the trade name for the skylights and the units quickly proved to be the long sought answer to the problems of breakage, leakage and complex roof designs in the then prevailing methods of skylighting. The company has also sponsored research programs with units of the Texas A. & M. system and other sources to solve problems of heat, lighting and other factors in skylights.

During the past ten years this product has proved its value in thousands of buildings throughout the nation. The NATURALITE product line now includes a wide range of skylights, special duty units for fire venting and ventilation, light control and other purposes. Marketing

Republic Thermo-Glass lined tanks on production line after firing in Ferro Furnace. Republic-Transcon is currently expanding many of its production facilities in Dallas.





High capacity mortar plant, left, recently placed in service at Butler Building Materials Co., Denton Dr.

High School, the Richardson School building, the Hurst-Euless Shopping Center and skylights in the Trade Mart. NATURALITE Inc. is the marketing agency for Plastic Products of Texas and this industry is a growing factor in the expanding Dallas building supply field.

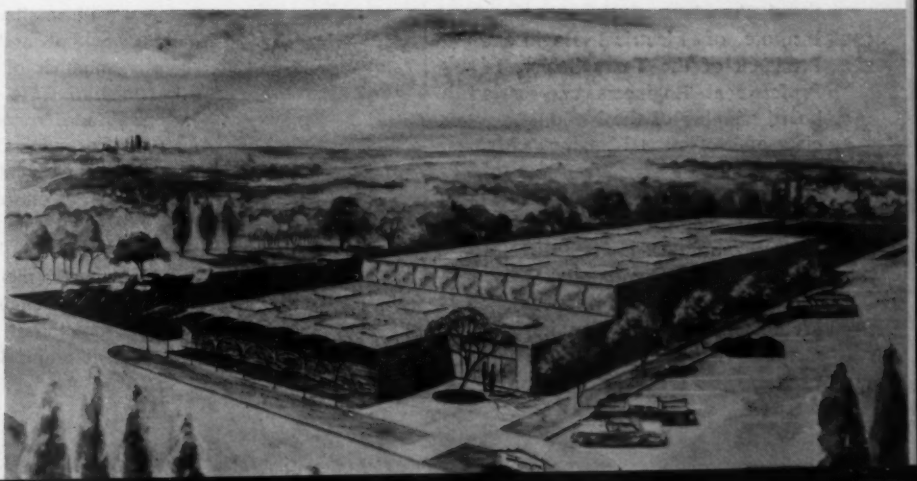
On a local level, Butler Building Materials Company, which began business in May, 1958 presents a growth story in the building supply field. This firm is located on a 4 acre site at 11363 Denton Drive. Last year the company increased the size of its building by 2400 square feet with an added provision for another 2,000 square feet of deck space above the new addition.

In 1960, Butler Building Materials Co. began construction of a high capacity mortar plant which began operations in March of this year. This plant supplies masons in the Dallas area with mortar and accessories.

Butler Building Materials Co. specializes in major lines of building specialties and mason's and plaster's supplies. They also act as sub-contractors in acoustical asbestos and folding door installations. Several of the recent major acoustical jobs include: WFAA Southwest Central which involved special sound problems, acoustics for the new United Fidelity Life Building, the Texas Instruments Materials building and other installations in the Dallas area.

through manufacturers agents and building products distributors NATURALITE sales now exceed $1 million annually. The company now has 65 employees and more than 80 sales representatives over the nation and in Mexico and Canada. One of its most recent installations was for the new Honolulu Airport.

The company has such recent Dallas installations as the Thomas Jefferson



Projected new plant of Plastic Products of Texas will provide stepped-up production for its Naturalite plastic skylights.

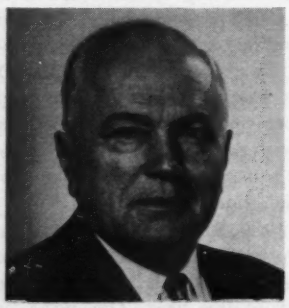
Dallas' New City Council

Dallas' largest business operation — the Dallas City Government — has a new "board of directors" and a new "board chairman" elected by the voters of Dallas, who are "stockholders" in the corporation. Serving for the next two years with Mayor Earle Cabell will be Elgin B. Robertson, Sr., Dr. R. A. Self, and Walter H. Cousins, Jr., from the current City Council and five new members, Charles S. Sharp, Carie E. Welch, Joe G. Moody, Mrs. Elizabeth Blessing and George M. Underwood, Jr. "Partnership, not partisanship," will continue to be the philosophy of Dallas' businesslike local government.



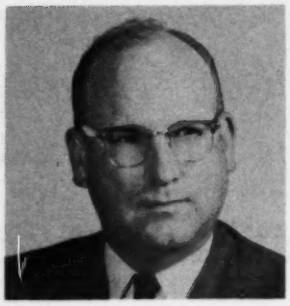
EARLE CABELL
Mayor

Mayor Earle Cabell, a member of one of Dallas' pioneer families, is both the son and grandson of a mayor of Dallas. His father, Ben E. Cabell, also served as sheriff of Dallas County, and his grandfather, W. L. Cabell, was a general in the Confederate Army before coming to Dallas. A graduate of North Dallas High School, he attended Texas A&M College and Southern Methodist University. With his brothers Ben E., Jr., and C. P., he helped organize Cabell's Inc., which he served as secretary-treasurer, executive vice president, president and, finally, chairman of the board. He is also chairman of the board of Patio Party Products, Inc., and is a director and member of the executive committee of Grand Avenue State Bank. He is a past president of Texas Manufacturers Association, Dairy Products Institute of Texas, Dallas Sales Executives Club and the Dallas Crime Commission. He has served as secretary and member of the executive committee of the Texas Law Enforcement Foundation and has been a member of the Governor's Economic Advisory Committee and the Advisory Board, Region X, Small Business Administration.



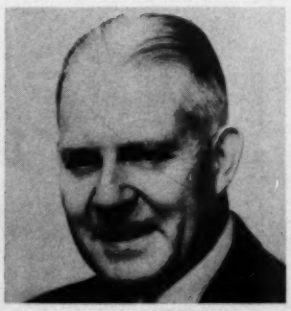
ELGIN B. ROBERTSON, SR.
Mayor Pro Tem

Elgin B. Robertson, who served as Mayor Pro Tem for the past two years and will continue to hold that post, has been a Dallas resident for over 30 years. He is a director of the Dallas Chamber of Commerce. A graduate of the University of Texas, he is an electrical engineer and business executive. He is the founder of Plastics Manufacturing Co. and now serves as chairman of the board. He is also a director of the Oak Cliff Bank & Trust Co. Mr. Robertson has been active for many years in engineering circles and has held many offices, among them National President of the American Institute of Electrical Engineers, President of the Texas Society of Professional Engineers and as a board member of the National Society of Professional Engineers. Mr. Robertson serves as chairman of the Love Field Advisory Committee and as a member of the Mayor's Water Committee. He is a director of the Dallas Community Chest. Mr. Robertson attends Kessler Park Methodist Church, where he is a member of the Official Board.



CARIE E. WELCH
Place 1

Carie E. Welch, a native of Dallas, is associated with Wilson-Welch & Company Insurance Agents. A graduate of Sunset High School, North Texas Agricultural College and University of Texas Law School, he is the current president of the Dallas Association of Insurance Agents. He had served this organization as a director for seven years and has been active on several of its committees. Mr. Welch is a past secretary of the Oak Cliff Lions Club and is a member of the Dallas County Home Builders Association. During World War II, he served as an officer in the Army Air Corps. He is a member of Calvary Baptist Church.



DR. R. A. SELF
Place 2

Dr. R. A. Self, a native of Dallas, is a veterinarian with small animal clinics. A graduate of the Dallas Public Schools and Texas A&M College, he has been an active member of the Dallas Chamber's Public Health Committee. He served as vice-chairman of the City Health Board for seven years and is a former member of the Executive Committee, Diabetic Association, and Executive Council of Social Agencies. A member of the Executive Committee, Youth Study Council of Council of Social Agencies, Dr. Self has been awarded Life Membership in the Texas Parent-Teachers Association. A charter member and past president of Oak Cliff Lions Club, he has served as district governor and international director of Lions International. He attends Tyler Street Methodist Church.



JOE G. MOODY
Place 3

Joe G. Moody, a resident of Dallas for almost his entire life, is in construction equipment sales with Moody-Day, Inc. A graduate of Forest Avenue High School, he is well known for his work with young people and underprivileged groups. He has a weekly radio program and makes over 100 speeches each year to clubs, churches, and similar organizations, in addition to his talks before groups in rescue missions and jails. Mr. Moody's work here has brought him high praise from civic leaders. During World War II, he was an officer in the Army Air Corps. Mr. Moody is a member of the Baptist Church.



MRS. ELIZABETH BLESSING
Place 4

Mrs. Elizabeth Blessing, a resident of Dallas since she was six months old, is a real estate agent in business with her husband, William Blessing. A graduate of Woodrow Wilson High School and Hockaday Junior College, Mrs. Blessing has been active in a number of organizations working with the youth of Dallas. After graduation from Hockaday, she worked as assistant to Miss Ela Hockaday until her retirement and continued to work with her until her death. She has been associated with her husband in the real estate and building business for the past 15 years. Mrs. Blessing is secretary of the Board of Management of East Dallas YMCA and is a member of the board of the Parent-Teachers Associations of Lakewood School and Ben Franklin Jr. High. She attends Munger Place Methodist Church, where she is a member of the Official Board.



WALTER H. COUSINS JR.
Place 5

Walter H. Cousins, Jr., a resident of Dallas for almost all his life, is publisher of the Southern Pharmaceutical Journal. A graduate of Bryan Street High School, he attended Southern Methodist University. He has twice served as president of the SMU Alumni Association and is now a member of the SMU Board of Development and Co-Chairman of its Living Endowment Committee. He is a director of the Dallas Council of Social Agencies, Family Service Bureau and the Dallas Unit of the American Cancer Society and has served as chairman of the City of Dallas Advisory Health Board. He is a past president of the Hillcrest High School Parent-Teacher Association. He is a member and has served as officer of a number of pharmaceutical organizations. Mr. Cousins is a member of University Park Methodist Church.



GEORGE M. UNDERWOOD JR.
Place 6

George M. Underwood, Jr., a native of Dallas, is a home builder and land developer. A graduate of Southern Methodist University, he has been very active in civic and real estate activities in the Dallas area for many years. He is the immediate past president of the Home Builders Association of Dallas County and has won its Prather Award, given annually to the person who has contributed the most to the industry. He has also served on the Dallas City Plan Commission and on the Mayor's Special Committee to Rewrite Zoning Ordinances. Mr. Underwood has been a director of the National Association of Home Builders and the Urban Land Institute. He is a member of the Park Cities Baptist Church, where he serves as a trustee.

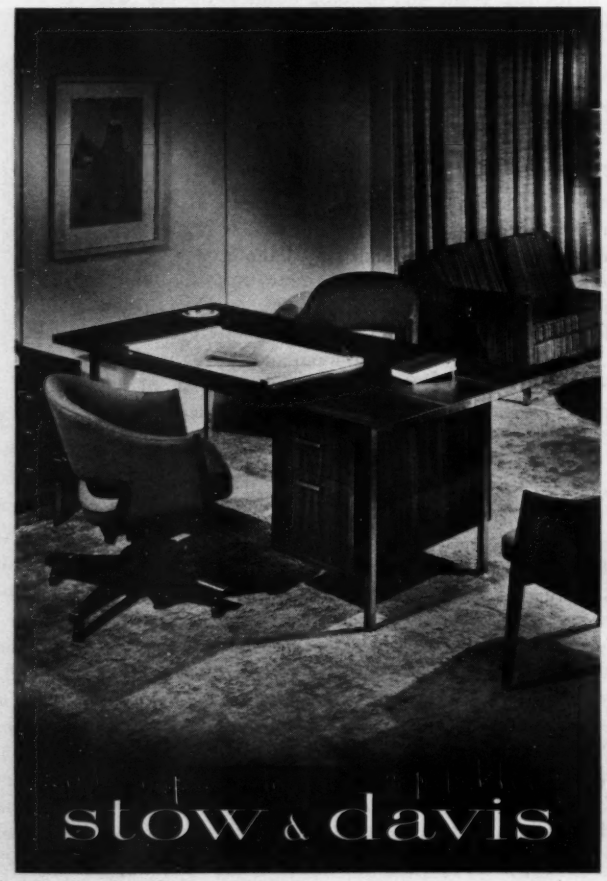


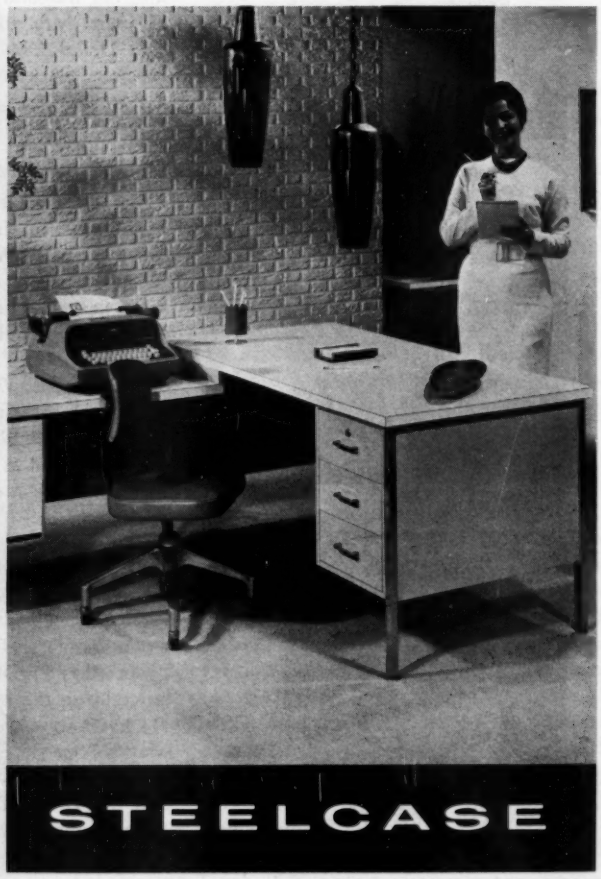
CHARLES S. SHARP
Place 7

Charles S. Sharp, a native of Dallas, is executive vice president of Fidelity Union Life Insurance Co. and is developer of West Trinity Industrial District. He is a member of the board of the T&P Railroad. A graduate of Highland Park High School, University of Texas Law School, and Harvard Business School, he has been active in all phases of Dallas' civic life. He has served as campaign chairman of the Community Chest and was its president in 1960. He serves on boards of directors of Dallas Symphony Orchestra, Dallas Girl Scouts, Metropolitan YMCA, Children's Medical Center, Council of Social Agencies and United Fund of Dallas. He is a member of the Salesmanship Club. Mr. Sharp attends Highland Park Methodist Church, where he is a member of the Board of Stewards.

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REPUBLIC BANK PLANS EXPANSION

Reflecting Growth in Dallas' Financial Stature, Republic National Bank has Announced Plans for Another Multiple-Story Building by Its Present Structure.

The Republic National Bank of Dallas — which moved into a new $25,000,000 building only seven years ago — has announced plans for another multiple-story building adjacent to its present structure.

Advance announcement of plans for the new building was made jointly by Karl Hoblitzelle, Chairman of the Board, and James W. Aston, President of Republic.

The new building will occupy 35,000 square feet of ground area and architectural treatment of the building will harmonize with that of the present structure.

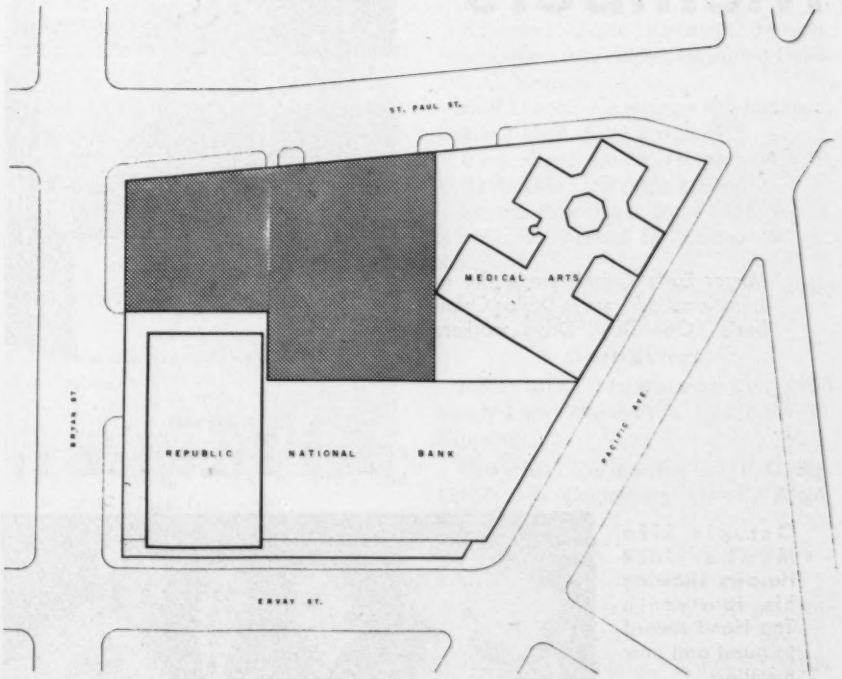
Site for the structure is an area bounded by 235 feet fronting on St. Paul Street at Bryan, by 90 feet on Bryan Street adjacent to Republic's present building, and by the Republic Bank Building and the Medical Arts Building. The present Bank Building occupies approximately 45,000 square feet.

"Improvements will be in keeping with the modern, functional design of our present building, and will provide for continued growth and expansion of the Bank itself, so that we may constantly meet the growing demands for more and better banking service," Mr. Aston said.

Architects are being selected to draft preliminary plans for the new building, which will provide for expansion of all the Bank's operations, including parking and motor banking facilities, Mr. Aston said.

Stressing the need for additional facilities to accompany Republic's growth, Mr. Aston said the Bank already has expanded "into all areas of the present building which were originally designed for Bank occupancy."

Last year, the Bank took over an additional 30,000 square feet of floor space in its present building, giving a total of 250,000 square feet in this building devoted to banking operations. This compares, Mr. Aston said, to 60,000 square feet occupied by the Bank in its former structure, now the Davis Building, on Main Street. The present Republic Bank Building was dedicated December 1, 1954. It includes 40 stories — 36 aboveground, and four basement levels.



Site for Republic Bank's new structure is an area bounded by 235 feet fronting on St. Paul Street, 90 feet on Bryan Street, the present Bank building and the Medical Arts Building. The new building will occupy some 35,000 square feet of ground area.

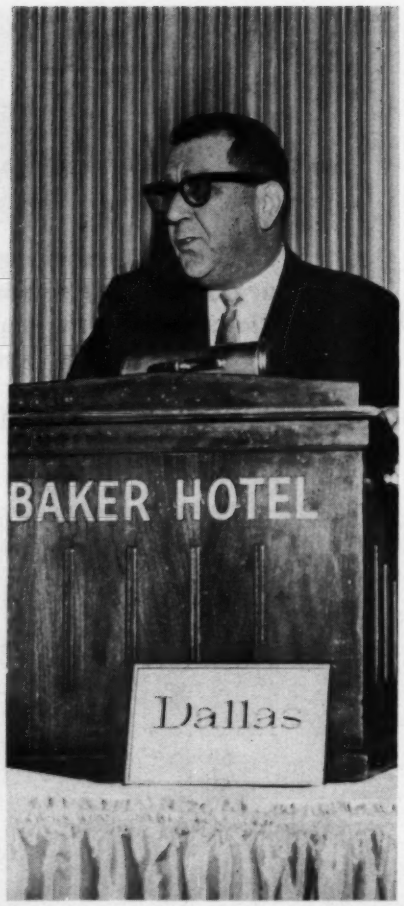
One of the earlier buildings in the Nation to adopt aluminum "curtain wall" construction, the Republic National Bank Building is a show-place for thousands of Dallas visitors each year. Its interiors are finished in many varieties of fine woods and marbles, highlighted by a 333-foot balcony in the Main Banking Room, finished in gold leaf.

With one of the outstanding growth records among banks of the Nation, Republic is the third largest in the United States among banks operating under the unit system (no branches). Among all commercial banks in the Nation, regardless of system, Republic ranked 19th in capital and surplus, and 23rd in deposits as of December 31, 1960.

Deposits, which were $576,576,230.56 at the end of 1954, when the Bank moved into its present building, had climbed to $1,012,466,640.89 by the end of 1960 — a gain of 76%.

"We believe the Bank's growth record to be a reflection of the dynamic growth factors which exist today in Dallas, the Southwest and the Nation," Mr. Aston said. "We believe, also, that in all fairness to our customers and to our shareholders, we must exercise the vision and foresight to keep pace with the continued growth of Dallas, and to assure our ability to meet tomorrow's banking needs."

"Drive" Adds New Members



Mayor Earle Cabell made the inspirational address to Dallas Chamber's "One Day" Drive workers.

Total new memberships sponsored during the Chamber's annual "One Day" Drive in April was 339, bringing the total to 781 membership as of April 30, 1961, leaving the 1961 Committee a deficit of 140 memberships as compared to the accomplishment of the 1960 Membership Committee for the same period. Committee Chairman and Vice President of the Chamber Bob Cullum informed the Committee that he had no doubt that the Lasso Club would make up this deficiency in the next sixty days.

The "Top Temporary Worker" for the "One Day" Drive was T. J. Collette, Jr. of the Mercantile National Bank sponsoring 20 memberships. In second place among the temporary workers was George Schultze, Ling-Temco Corporation.

"I know that I speak not only for our Chamber's Board of Directors but also the entire membership when I say thanks for a job well done to the 200 temporary workers who joined with our permanent committee in the annual "One Day" Membership Drive," said Chairman Bob Cullum. Eight temporary committeemen received Top Hand Awards for sponsoring six or more memberships during the Drive, and ten of the temporary committeemen who did an outstanding job are being invited to join the permanent committee.

In the race for the President Avery Mays Trophies, for the first time in 1961 there was a change of possession of the first place trophy. Section #5, Vice Chairman Dawson Sterling with a total of 159 memberships as of April 30th traded their #2 President Trophy to Section #4 Vice Chairman David D. Locker with a total of 127. Section #8, Vice Chairman Asher Dreyfus, Jr. retained possession of the third place trophy with 123 memberships. Vice Chairman and Life Member David D. Locker continued to retain the "Top Hand of the Year" Trophy as he has since January 31st with a total of 78 memberships for 1961.



Octuple Life Member Jack Hospers showing his fourteenth Top Hand Award to guest and new members.
Left to right: Edmond X. Ramirez, W. A. McNichols, Bill Blessing, Ralph Garrels, Mrs. Elizabeth Blessing.

Head table guests at "Kick-Off" luncheon of the "One Day" Drive were James C. Henderson, Jr., A. D. Garland, Jack A. Kutner, Jerome K. Crossman, G. K. Johnson, Mrs. John J. Hospers, Mr. Hospers, Mayor Earle Cabell, Avery Mays, Marvin Davison, David D. Locker, J. R. Clark, George A. Nicoud, Jr., Ben Critz, M. J. Mittenthal, Saxon Snow, J. W. Johnson, and Bill Shaw.





Associate Chairman Jim Henderson congratulates three of the Top Hand winners among the Temporary Committeemen. Left to right are: George Schultze, Temco Electronics and Missiles Company; A. R. Mozisek, Dallas Power & Light Company; and T. J. Collette, Jr., Mercantile Bank.



Chamber President Avery Mays presents Double Life Member Award to Vice Chairman David D. Locker. Looking on is Membership Committee Chairman Bob Cullum.



Chairman Bob Cullum (center) congratulates two of the top sponsors of the report luncheon of the "One Day" Drive. Left to right are: Ralph Wood, Southwestern Life Insurance Co.; and Roger Garrels, Girard Life Insurance Company.



Associate Chairman Jim Henderson shows placque to new Chamber members attending Committee lunch. Left to right: Raymond Adams, Cleve C. Nelson, Jr., Bill Stehr, John Luckadoo, George Weller, and Jim Darnaby.

New members of the Dallas Chamber of Commerce include the following firms:

Professional

Accent Enterprises, Inc., 4912 Cole; Frank P. Yates (David D. Locker)

Brazos Engineering Co., 7115 Envoy Court, Suite 102; B. B. Short (Ralph Breum)

Forney Engineering Co., 2705 Hawes; R. H. Forney and Ross Forney (A. R. Mozisek)

Irving H. Bloch, Bloch, Livingston & Donohoe, 2134 Fid. Union Tower Bldg. (Ben F. Irby)

Omega Studio, 2929 North Henderson; Pat Sims (Dick Potter)

Service

Ahart Moving & Storage Co., 1919 Record Crossing; Frank A. Pratt and B. E. Mills (Jack Gidcumb)

Gene's Beauty Salon, 7013 Hillcrest; Gene Ledbetter (Dale Reynolds)

Harris-Rent-A-Car, 1600 Jackson St.; R. W. Harris (Asher Dreyfus, Jr.)

Motors Insurance Corp., 2409 Cedar Springs; Wm. M. Rippey (Dale Reynolds)

Statler-Hilton Barber Shop, Statler-Hilton Hotel; W. R. Brooks (Herbert Lee)

Texas Trucking Co., 621 Fabrication; Jack Goodwin (Jack Gidcumb)

O. E. White Filter Service, P. O. Box 8122; O. E. White (Joe Suwal)

Ace Detective Agency, 1807 S. Vernon; Thomas L. Jefferson (E. S. Parr)

The Air Preheater Corp., 1737 Merc. Dallas Bldg.; Robert W. Smith (A. R. Mozisek)

Boyhaven Camp, P. O. Box 246, Lewisville, Texas; Mack Bogard (W. C. Simpson)

Raymond Grace Business Services, Wynnewood Prof. Bldg.; Raymond Grace (W. C. Simpson)

Huff Detective Agency, 4407 Lemmon; Garland Huff (Fred Garland)

L & L Supply Co., 816 Exposition Ave.; D. D. Luckie (Mike Mulholland)

Renfro Properties, Inc., 6356 Woodcrest Lane; Manza D. Renfro (W. C. Simpson)

Services Unlimited, 4641 Greenville; John Heintages (James W. Layne)

Contractors

Butler Bldg. Maintenance Co., 2960 Randy Lane; Marshall M. Butler (W. C. Simpson)

Canterbury Engineering Co., P. O. Box 13154; Joe Canterbury (D. B. Kleinschmidt)

Davis Brothers, Inc., 2123 Butler St.; J. C. Davis (Gus Bowman)

C. C. Ladenberger, 9601 Plano Rd. (V. W. Williamson)

C & S Plumbing Company, 2104 Delano, Garland, Texas; Howard E. Spradling (W. C. Simpson)

W. D. Davis, Inc., 2123 Butler; W. D. Davis (Bill Craig)

Insurance

American Life Ins. Co., 1901 Life Bldg.; Troy V. Post, E. Grant Fitts and J. W. Peavy, Jr., S. L. Peavy and M. S. Hobbs (G. A. Schultze, Jr.)

T. E. Braniff Co., 110 Braniff Airways Bldg.; Les Partridge (Gus Bowman)

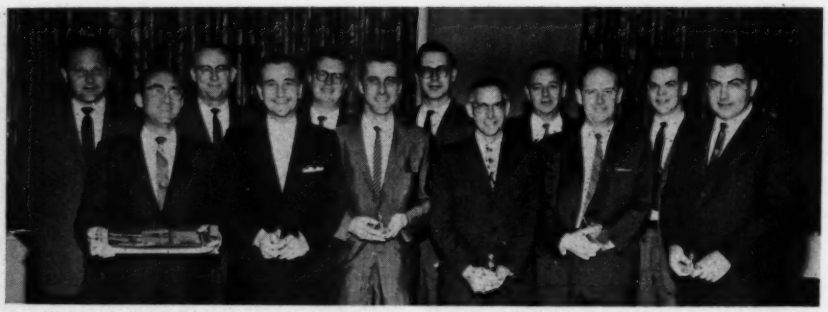


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Award winners among "One Day" Drive workers included: left to right; (1st row) T. J. Collette, Jr., A. R. Mozisek, George Richie, R. T. Lafferty, J. R. Cooper, and Phil Beeson. (Second row) Bill Skinner, Frank Ring, Dan Beaird, Tom L. Peeler, III, E. T. Peterson, and George A. Shutt.



Octuple Life Member Award was presented by Chamber President Avery Mays (right) to Mr. John J. "Jack" Hospers and Mrs. Hospers. Attending the luncheon in honor of the special occasion were associates from Chance Vought Corporation: left to right; J. W. Johnson, Public Relations and Advertising Department; G. K. Johnson, President; and J. R. Clark, Vice President.

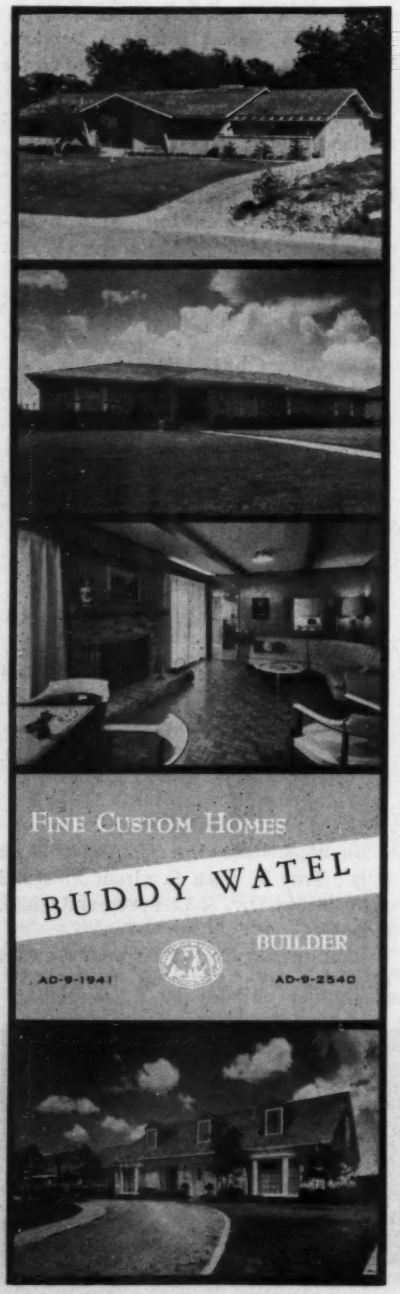
Group Life & Health Ins. Co., Main at North Central Exp.; W. R. McBee (Ralph Webb)

Charles L. Peeler Agency, 5641 Yale Blvd., Suite 110; Charles L. Peeler (Tom Peeler, III)

Rush & Klingman Insurance, 1870 Fidelity Union Life Bldg.; Wm. G. Klingman (Jack Mynett)

Wholesalers and Distributors

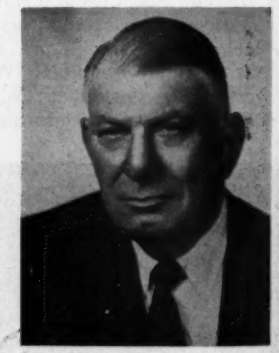
American Standard, 1213 Texas Bank Bldg.; R. N. Goeth (A. R. Mozisek)



TOP HANDS • • • •



JAMES L. CAUTHEN
Federal Reserve Bank
6th Award



SENATOR GEORGE PARKHOUSE
Middleton, Inc.
4th Award



Part of the 200 Temporary Committeemen who aided the Committee in its 1961 "One Day" Membership Drive were: left to right; Joe Suwal, Aubrey D. Henley, Bill Williamson, Stormy Meadows, T. E. Smith, and Martin E. Phillips.



Associate Chairman Bill Shaw presents awards to Temporary "One Day" Drive workers, (left to right): George Schultze, Bill Williamson, and Hubbard Hardy.

Chicago Pneumatic Tool Co., 2257 Vantage St.; Frank G. Binger (G. A. Schultze)

Commercial Floors, 2112 Hawes Ave.; Leonard Lundy (Curtis Innerarity)

Genco Supply Co., Inc., 3403 Forest Ave.; Cleveland A. Gentry (Richard Perdue)

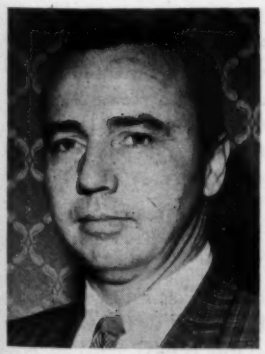
Fidel J. Gonzalez, Jr., 204 E. Main St., Arlington, Texas (Dale Reynolds)

Joe C. Hopkins & Co., 915 Cotton Exchange Bldg.; Joe C. Hopkins (Dale Reynolds)

Luckadoo & Co., 1130 Fidelity Union Life Bldg.; John H. Luckadoo (Harvey Bradshaw)

Refrigerated Cabinets, Inc., 2320 Irving Blvd.; A. W. Defee (Bill Hart)

"21" Brands, Inc., P. O. Box 7184; Hank Woods (Herbert Lee)



WILLIAM R. PRUNER
Parker, Ford Company
1st Award



LOYD V. DEVENPORT
Mobil Oil Corporation
1st Award

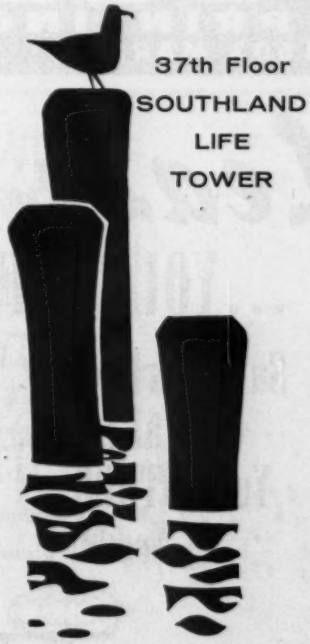
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Committeeman Of-The-Month



REYNOLDS

Committeeman of the month for April was Gregory Dale Reynolds who sponsored 30 new members.

Dale, who joined First National Bank in August, 1958, was made an assistant cashier of the bank on April 13 this year. He served in the transit, auditing, bookkeeping, and credit departments before joining his present division, business development.

Dale is a graduate of Highland Park High School and received a BBA degree from SMU in 1956.

A native of Tulsa, Oklahoma, he has participated in many Dallas civic affairs. He has been active in fund drives for the Community Chest, Dallas Heart Fund, Red Cross, Dallas University and YMCA. He is also a member of the Dallas Better Business Bureau, and South and East Dallas Chambers of Commerce.

Dale is a member of Lovers Lane Methodist Church. He and his wife, Shirley, live at 13541 Purple Sage Road with their two children, Greg and Cindy.

Vandervoort's, 900 South Main, Fort Worth; L. R. Williams (Martin Phillips)

Automat Distributors, 1729 Cadiz; Wm. C. Simpson (Wm. C. Simpson)

Hutcheson's Freezer Meats, Inc., P. O. Box 607, Grand Prairie, Texas; Marvin Hutcheson (David D. Locker)

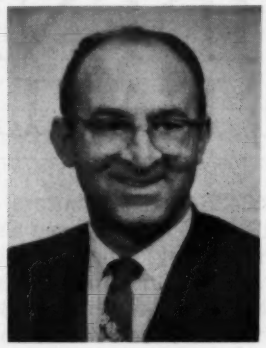
Kinchloe Oil Co., 2660 Joe Field Rd.; Tom Kinchloe (Bill Craig)

Northwest Butane Gas Co., 11551 Harry Hines Blvd.; J. B. Wood (Gus Bowman)

Power Machinery Co.; Fid. Union Life Bldg.; V. R. Darnaby (Harvey Bradshaw and (Wm. W. "Bill" Flatt)

Renfield Importers, Ltd., 3250 Leahy Drive; Izzy Kimmell (Herbert Lee)

Top "One-Day" Drive Worker



T. J. COLLETTE

T. J. Collette, Jr., of the Mercantile National Bank sponsored 20 memberships during the Chamber's Annual "One-Day" Drive and earned the title of "Top 'One-Day' Drive Worker — 1961".

Mr. Collette, was born in Dallas, attended Forest Avenue High School, North Texas State Teachers' College at Denton, T.C.U. at Fort Worth, Notre Dame and was graduated from S.M.U. with a B.B.A. degree in January, 1948. He also holds a Standard Certificate from the American Institute of Banking.

Mr. Collette started to work at the Mercantile Bank ten days before his graduation from S.M.U. in January, 1948. He worked four and a half years in the Credit Department, spent five and a half years as a personal loan officer and also worked in the Loan and Discount Department. More recently he has been connected with the Business Development Division.

He was in the Navy from June, 1943 to April, 1946 and it was while in the service the Navy sent him to T.C.U. and Notre Dame, where he graduated from the latter with Ensign qualifications in the V-12 Officer Training Program.

He is publicity director of the Knights of Columbus Council 799, president of Multiple Investment Group, Inc. and advisor for Junior Achievement for the bank, and entertainment chairman of the Mercantile Social Club.

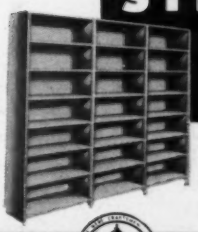
He is married and has two children, attends St. Thomas Aquinas Church and lives at 6870 Carolyncrest Drive.

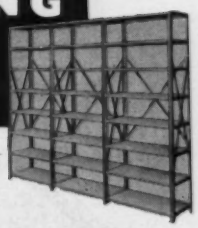
The Texlo Corp., 302 Dallas Federal Savings Bldg.; George Loving (W. A. Fitzhugh)

Transfer & Storage

Associated Transport Co., 6840 Forest Park Rd.; Calvin A. Barker (L. V. Devenport)

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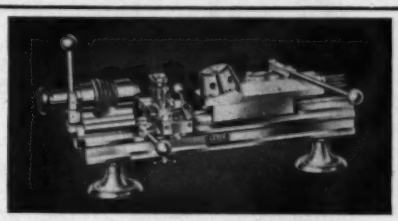
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DIVIDENDS FOR DALLAS

☐ The Wholesale Beer Distributors of Dallas is an organization of businessmen engaged in the wholesale marketing of beer who are carrying on an active program to encourage Dallas' growth and development as a happy and rewarding community in which to live and do business.

☐ They vitalize this program year by year by providing both financial aid and leadership to those basic projects and needs of the community which are in the public interest.

☐ These businessmen, as individuals and as a group, work for harmony and tolerance for all of the various elements of the community which make Dallas a city of progress and opportunity. And they oppose with vigor those who at times would seek to disturb business, create strife and generate division and turmoil among our citizens. They believe that a harmonizing of many viewpoints is required to build a great metropolitan city — the kind of cosmopolitan center which Dallas so rapidly is becoming.

WHY THE ASSOCIATION OF DISTRIBUTORS WAS FORMED

The Wholesale Beer Distributors of Dallas was organized for two basic reasons:

1. To provide the members of the industry with an instrumentality through which they can contribute in a major sense to the development of Dallas.

2. To keep the sale of beer above reproach. This is a tremendous responsibility, but the Wholesale Beer Distributors of Dallas have accepted it with full willingness to meet the enlightened best interests of the public. Results speak for themselves. The industry's self-policing has brought rich returns to the community. The *legal* sale of beer under wholesome modern conditions is providing a definite contribution to society and an enhancement of modern living.

THE AREAS IN WHICH THE DISTRIBUTORS SERVE

The Wholesale Beer Distributors of Dallas constantly are on the lookout for new ways in which to serve the needs of Dallas. This does not mean that the organization responds to all the appeals which are made to it. Quite the contrary. It seeks to screen out and select for help those needs and appeals which have a broad application to all the people of Dallas — to the whole community. One question which is always asked is: "Is this project highly important to the *whole community?*"

HOSPITALS

When St. Paul Hospital was conducting its campaign to build a new hospital in the Southwestern Medical Center, the Wholesale Beer Distributors of Dallas were among the first to contribute, making a gift of $20,000.00. When the Golden Acres home for the aged announced an expansion program, this group of businessmen were ready with a contribution, a gift of $5,000.00. There will be more hospital campaigns as Dallas grows, and the Wholesale Beer Distributors of Dallas will welcome the opportunity to assume their full responsibility when the time comes.

LAW ENFORCEMENT PROGRAM

The Wholesale Beer Distributors make a generous contribution each year to The Dallas Crime Commission and to The Citizens Traffic Commission. In addition, members of the industry work closely with law enforcement officers at all levels in carrying out a program of vigilance and prevention. The results speak well for themselves: Dallas is known far and wide as one of the cleanest, most law-abiding cities in the nation.

AID TO THOSE IN NEED

A staunch supporter of the Dallas County Community Chest in the past, The Wholesale Beer Distributors of Dallas will continue vigorous support to its successor — The Dallas County United Fund. Last year the group gave more than $12,000.00 to the Community Chest, the Community Chest Trust Fund and the Dallas County Chapter of the American Red Cross.

BETTER HEALTH FOR ALL

Through the years contributions have been made to Dallas Heart Association, Inc., Dallas Society for Crippled Children, Dallas County Cancer Crusade, Dallas Association for Mental Health, Dallas Services for Blind Children, Dallas County Chapter of Muscular Dystrophy Association of America, Inc., Arthritis and Rheumatism Foundation, The Dallas Tuberculosis Association and others.

SERVICE TO YOUTH

The Wholesale Beer Distributors of Dallas have made a $10,000.00 contribution to the YMCA's Dallas County Building Fund Campaign. They contribute liberally to the Salesmanship Club's Golden Gloves program for boys.

PUBLIC SERVICE

Recipients of assistance in this field include KERA, the new educational TV station; Texas Research Foundation at Renner; The National Conference of Christians and Jews; the Greater Dallas Planning Council; the Dallas Rehabilitation Center, and Industrial Dallas, Inc., the business-supported advertising program to keep Dallas on the map and bring new industry to the city.

CULTURAL PROJECTS

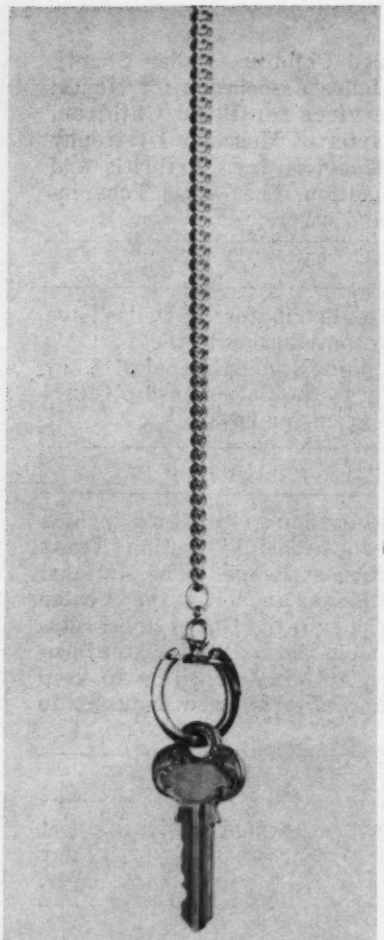
Assistance in this area includes active support to the Dallas Civic Opera, the Dallas Symphony Orchestra and the Dallas Historical Society.

TAX SUPPORT

The beer industry in Dallas County contributes an almost unbelievable amount each year through excise taxes and license fees. The amount for 1960, for instance, was in excess of $6,400,000.00. $4,200,000.00 of this went to the Federal government and $2,200,000.00 went to the State government. The State used its funds as ear-marked for teacher retirement, old age assistance, help to needy blind, help to dependent children, farm-to-market roads and other state services.

WHOLESALE BEER DISTRIBUTORS OF DALLAS

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R. E. Lee/Falstaff Distributors, Inc. of Dallas/Falstaff
Vice-President
M. A. Genaro/The M. A. Genaro Company/Miller High Life
Secretary-Treasurer
Edwin S. Curtis/Jax Beer Company of Dallas/Jax
Gaston Hallam/Ben E. Keith Company/Budweiser-Busch Bavarian
Ted Clark/Ted Clark Distributing Company/Hamm's
Bill Barrett/Lone Star Beer Inc./Lone Star
W. A. Fitzhugh/Pearl Beer Distributing Company/Pearl
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Musicals Set Full Season



DOROTHY COLLINS
"Brigadoon"



TOM POSTON
"Destry Rides Again"



ROYES FERNANDEZ
"Song of Norway"

The 20th anniversary season of the State Fair Musicals will open on June 12 in the Music Hall with a gala production of "Song of Norway," inaugurating a summer series of six shows, each with a successful New York performance history. Five of the six spectacles will be produced in Dallas with top names from the world of musical theatre in starring roles. "Bye Bye Birdie," the final show of the season and recently named "the best musical of the year" on Broadway, will be seen in Dallas with a national touring company.

Heading the re-established production company for the Musicals is Tom Hughes, a member of the State Fair staff since 1955 and former executive production assistant to Charles R. Meeker, Jr., Gus Schirmer, Jr., of New York will be stage director with James Leon returning as musical director and conductor. Toni Beck, choreographer and dance director, is new to the Musicals production company this year. Scenery will be designed and built in the mammoth Peter Wolf studios in Dallas.

In the nineteen summer seasons, the State Fair Musicals, originally known as the Starlight Operettas, has presented 144 productions of 92 shows. Total attendance during the 12-week season exceeds 200,000 with much of the audience coming from outside the immediate Dallas area. Designed originally to give a "lift" to the long Dallas summer and to provide a full program of entertainment for visitors and buyers at the Dallas wholesale markets, the Musicals has grown into national prominence as one of the three major summer theatres of the country.

"Song of Norway," based on the life and music of Norwegian composer Edvard Grieg, returns to the Music Hall stage after a ten-year absence as the season-opener June 12. Four young actor-singers with impressive New York operatic experience have been cast in leading roles. Stephen Douglass, who headed the Broadway, Canadian and European companies of "Carousel," will play Grieg. With him will be Rosemary Kuhlmann, Frank Porretta and Bonnie Murray of the New York City Opera Company. Lupe Serrano and Royes Fernandez, leading soloists with the American Ballet Theatre, head





ROSEMARY KUHLMANN
"Song of Norway"

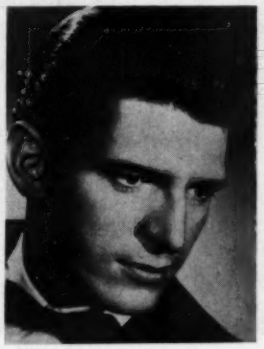
RON HUSMANN
"Brigadoon"



Lupe Serrano, leading soloist with the American Ballet Theatre, is prima ballerina in "Song of Norway."



BONNIE MURRAY
"Song of Norway"



STEPHEN DOUGLASS
"Song of Norway"



YVONNE DeCARLO
"Destry Rides Again"



DAN DAILEY
"Take Me Along"



FRANK PORRETTA
"Song of Norway"

the dancing cast. Charles McCullough, young Dallas pianist and recent winner of the G. B. Dealey Memorial Award, will make his musical theatre debut in the Dallas production.

June 26 through July 8 will bring the riotous Western spoof, "Destry Rides Again," with Tom Poston and Yvonne DeCarlo in the roles made famous in films by James Stewart and Marlene Dietrich.

"Brigadoon," the musical classic of Lerner and Loewe who wrote "My Fair Lady," will open on July 10. Dorothy Collins, of television fame, and Ron Husmann, recent sensation of New York's "Tenderloin," will have leading roles. With them will be Don McKay, Marilyn Child and Edward Villella, star of the New York City Ballet.

"Take Me Along," a musical version of Eugene O'Neill's "Ah! Wilderness," has the July 24-August 5 time slot. Dan Dailey, one of the multiple stars of the current film hit "Pepe," will be seen in the role created on Broadway by Jackie Gleason.

The roaring 20's, complete witth Charleston and machine-gunning gangsters, will come back to Dallas on August 7 with the opening of "Billion Dollar Baby," musical satire by Adolph Green and Betty Comden with a score by Morton Gould. The writers plan to revive it on Broadway next season in the re-study which Dallas will see first.

Closing the season will be "Bye Bye Birdie," August 21-September 2. "Birdie" won no less than four "Tony" Awards as the outstanding musical production of the current Broadway season. Staged by Gower Champion, it deals with the younger generation, and their rock 'n roll and telephone addictions. Bill Hayes, Elaine Dunn and Joan Blondell, all of whom have had previous Musicals engagements, will star.

A major part of the "new look" of the forthcoming anniversary season will come from the activities of the Musicals Guild, newly organized women's auxiliary headed by Mrs. Hawkins Golden. The Guild will devote itself to special foyer decorations for each show, entertainment of the stars, youth participation in the theatre, and the establishment of a scholarship fund for talented young performers who will make their professional debuts in the Musicals productions.

"Bye Bye Birdie" will close the 1961 season.



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NEWS SPOTLIGHT



Chamber President Avery Mays seated at the new Western Union Telex machine received a message from Donald Steele, Assistant Executive Vice President and General Manager, Chamber of Commerce, Kansas City, during the inaugural ceremony of the new Telex network. Standing are W. W. Semingsen, Vice President Western Union's Gulf Division and L. R. Wilcox, local District Manager, Western Union, Dallas.

Dallas Gains New Two-Way Telex System

Dallas this month became one of the first 23 cities in an automatic, two-way "dial-telegraph" Telex system, planned ultimately to serve the entire country through automatic exchanges in 181 cities. The new Western Union Telex system will also permit local subscribers to connect directly in 8 seconds or less with 140 points in Canada and Mexico.

L. R. Wilcox, local Western Union district manager was joined by W. W. Semingsen, Vice President of Western Union's Gulf Division, and Mr. Avery Mays, President of Dallas Chamber of Commerce, in inaugurating the Telex service here by establishing the first Telex connection with Kansas City. In his message to Donald V. Steele, Asst. Exec. Vice President and Genl. Mgr. Chamber of Commerce in Kansas City, President Mays hailed Telex service as "a major step forward in meeting the expanding needs of the commerce and industry of Dallas for fast, accurate and economical data and message communication facilities."

Inauguration of the service established Dallas as a key Telex point in the network which will expand rapidly to provide service to about 20,000 subscribers in the United States. In the near future, the new service will also be extended to Europe, Africa, the Far East and South America.

"Western Union Telex is a flexible, fully automatic communications service, in which the customer dials his own direct connection, 'talks' in written form on a two-way basis, or transmits data for central office processing, and simultaneously obtains a permanent record of his communications," Mr. Wilcox said.

Telex connections are electronically established when a subscriber dials the number of a distant subscriber's Telex machine. Confirmation of the correct connection is received instantly by pressing a "who are you" key on the originating unit causing the distant unit automatically to "answer" with the name and city of the subscriber. No one is required to be in attendance at the number called, since messages and data can be transmitted with the assurance that they will be received at their correct destination once the connection is established.

First introduced in the United States by Western Union, Telex is a thoroughly tested, high-grade communications service already being operated extensively in Western Europe and Canada. Since mid-1958, when the telegraph company first began testing service between the United States and Canada, it has won full customer acceptance at New York, Chicago, Los Angeles and San Francisco.

"Over 500 business firms, government agencies and industrial users in 23 cities

News Spotlight

will now utilize the flexibility, speed and convenience of Telex in the handling of their communications," Mr. Wilcox declared. "Among the first-day subscribers to the service are banks, brokerage houses, publishers, transportation companies, credit organizations, distributors and meat packers."

The new service has several important features. It provides fast handling of all types of domestic written and data communications between Telex subscribers and later will be used to send telegrams to individuals not connected by Telex by simply dialing the local Western Union office.

Telex operates at 66 words per minute in conformity with all international telegraph transmission standards. Customers require only one machine for direct Telex message and data transmission. Where a customer requires the additional facility of perforated tape, the Telex unit is equipped with a built-in tape-perforating device and transmitter. Where this unit is used, the subscriber's equipment automatically receives data for processing in tape form at the same time that information is printed in page form.

Another feature which provides high reliability for Telex messages is a protective mechanism which prevents a connection being made to a receiving unit which has a low supply of paper.

The new service permits 24-hour correspondence at special time-distance rates based on a metered usage in fractions of a minute known as "pulses." Charges are levied only for the actual time and number of pulses used during transmission.

The Telex network will be extended this year to 45 U. S. cities and numerous foreign exchange points. The Dallas exchange, which will initially provide nineteen local business firms with Telex service, will be expanded to connect other area cities to the network and provide a larger number of connections for subscriber use.

As the Telex expansion program progresses, Western Union plans to utilize the new transcontinental microwave beam facilities now being constructed, in providing additional high quality circuits.

Cities to which the Dallas Telex exchange was directly connected this month were: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cleveland, Denver, Detroit, Houston, Kansas City, Mo., Los Angeles, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, Portland, Ore., St. Louis, San Francisco, Seattle and Washington, D. C.



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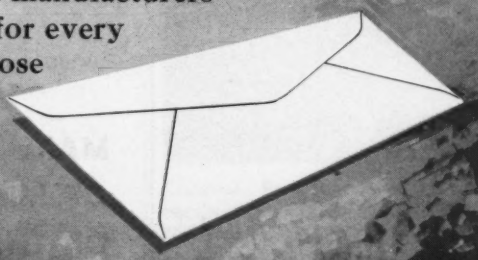
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News Spotlight



Among top award winners at the Citizen's Traffic Commission annual Police awards program were N. E. Pace, "Rookie of the Year", and Deputy Sheriff Joseph Thomas Ellis who received the Cabell Top Hand Award. A total of 60 awards were given.

Traffic Commission Honors Officers

The Citizens' Traffic Commission honored police officers of Dallas County at its 15th Annual Police Awards program Thursday, May 11, in Dallas Memorial Auditorium.

More than 1,700 police officers, sheriff's deputies and members of the Texas Department of Public Safety attended. Citizen's Traffic Commission President Harry L. Kaplan joined with other dignitaries in presenting awards to outstanding officers of the city and county.

In an address to those in attendance, Mayor Earle Cabell urged the hiring of more law enforcement officers in the area to meet the increasing demands of a growing population.

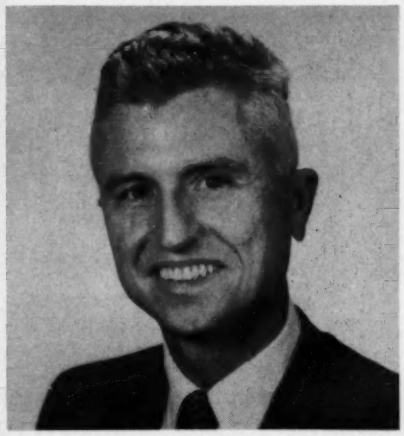
Four divisions of the Dallas Police Department received awards for officers rated Outstanding and Superior. These divisions were: Traffic, Radio Patrol, Service and Criminal Investigation and Special Service.

The following Dallas Police Officers received special awards: The L. M. McKinney Traffic Safety Award to W. M. Huggins; The Rookie of the Year Award by the Dallas Junior Chamber of Commerce went to N. E. Pace; The Good Neighbor Award presented by the Retail Merchants Association to W. E. Barnett; The Judge Wm. Hawley Atwell My Duty Award won by E. R. Kozlovsky; Linz Police Service Award presented to Lt. V. K. Hipskind; and the Cabell Top Hand Award presented to Deputy Sheriff Joseph Thomas Ellis.

Tom J. McHale, Citizens' Traffic Commission Vice President in charge of the

News Spotlight

Awards Program, reported that in addition to the regular awards, Certificates of Appreciation were presented to the Police Chiefs of all Dallas County towns. A total of sixty awards and certificates were presented.



CARMICHAEL

Carmichael Named Health Museum Director. H. Dixie Carmichael has been named director of the Dallas Health and Science Museum at Fair Park, according to Dr. Arch J. McNeill, president of its board of trustees.

Mr. Carmichael has been field representative and administrative assistant of the museum since November, 1956. The non-profit health and science museum has some 50 exhibits of interest to the layman at its Fair Park headquarters, which is open to the public, and plans are being made for expansion.

Mr. Carmichael was assistant general manager of the Texas Safety Association before joining the museum, and prior to that was regional welfare officer for the Federal Civil Defense Commission, and state relations officer of the American Red Cross.

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News Spotlight

Chance Vought Opens Electronics Division

The Electronics Division of Chance Vought Corporation last month dedicated and occupied its new 80,000-square foot plant near Arlington, in Tarrant County. The plant employs more than 500 persons, producing a variety of equipment important to national defense, air transport and man's conquest of space.

Forth Worth Congressman James C. Wright, principal speaker at the dedication of the new Arlington plant, called it "a symbol of this age." He predicted it will play an increasingly important role in the economic future of the North Texas region and in the military safety of the nation.

Gifford K. Johnson, President of Dallas-based Chance Vought, pointed out that the proposed merger of Chance Vought Corporation and Ling-Temco Electronics, Inc. has materialized at an opportune time. The merger proposal awaits ratification by stockholders of the two companies.

"Combining the management, scientific and technical skills of these two companies will, among other things, produce an electronics organization strong in stature and well equipped to meet competition," Mr. Johnson said.

R. C. Blaylock, Chance Vought vice president, traced the 10-year history of the Electronics Division. Benjamin H. Ciscel, general manager of the Division, was also a speaker at the ceremony.

The new Arlington plant is a 280 x 275-foot single-story structure on a 12½-acre site in the Great Southwest Industrial District.

Grouped under the one roof are all the units necessary to the operation of an autonomous electronics organization — engineering and manufacturing facilities, five laboratories, administrative, marketing, quality control and finance offices.

Included in the laboratory complex are computer, servomechanism, fluids, micro-



News Spotlight

wave and environmental test facilities, each containing the latest in research, development and test equipment.

The Electronics Division's product line includes special airborne computers, anti-submarine warfare equipment, a wide range of antenna systems, automatic pilots, radio beacons, actuators for the solid-propellant Minuteman and other missiles and space vehicles, video correlators which increase radar effectiveness, space communications equipment, inertial and advanced navigation systems, optical alignment devices, a variety of checkout equipment and a number of other items.

*

Dealey Named Chairman For Children's Center Drive

Joe M. Dealey, president of The Dallas Morning News and Radio-Television Stations WFAA, has been appointed chairman of the development council of the Dallas Children's Medical Center, which has a $2,500,000 building campaign scheduled in November.

George B. Dealey, his grandfather and late publisher of The News, helped establish the Freeman clinic in 1921 and continued working closely with it until his death in 1946.

Soon after his grandfather's death Joe M. Dealey was elected to the clinic's board of directors and served as its president for several years. He is now a member of the center's operating board.

The proposed center will combine facilities of the Freeman Memorial Clinic, Children's Hospital of Texas, Bradford Memorial Hospital for Babies and Ivor O'Conner Morgan Hospital for Tubercular Children. Each of the four is a separate institution with its own board of directors.

*

Insurance Institute Set May 31. Plans have been completed for the Sixth Biennial Casualty-Property Insurance Institute, a three-day session to be held at Southern Methodist University beginning May 31.

The Institute was first held in Dallas ten years ago, and has gained wide recognition in the insurance industry. Registration is expected from all parts of the Southwest. Under discussion will be:

1. Competitive innovations in marketing of property and casualty insurance. 2. New experiments in rate-making. 3. The current conflicts and problems involving State regulation. 4. A look into the future with insurance educators and leaders.

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Give us a call (courtesy car available) or drive out.

REGENCY Homes
SALES OFFICE FL 2-9045
Webb's Chapel Road at Royal Lane

Residential Building

(Continued from page 33)

center complex transaction ever recorded in Dallas took place in March when the Hillcrest Foundation announced that it had leased a portion of 97 acres at the northwest intersection of Central Expressway and Loop 12 to Raymond D. Nasher.

Terms of the 99-year ground lease call for payment to the Foundation of a sum in excess of $50 million during the life of the lease. Construction of the retail complex, which will eventually total one million square feet of floor space and be one of the largest in the nation, will begin within eighteen months, according to Nasher.

Construction of Park Forest Shopping Center, covering 15 acres at Forest and Marsh Lanes, will start this summer, according to Hank Dickerson of Dickerson & Company, Realtors. This shopping center will include 150,000 square feet under roof. The shopping village will include a 6,000 square foot medical center and an office building. The Forest & Marsh Lane Development Corporation, headed by Robert S. Folsom, is owner of the project.

Construction began in March on the $1,250,000 Grand Central Shopping Center in Grand Prairie. This new center will have 92,500 square feet of floor space under roof and parking for 564 automobiles. Grand Central will rest on nine acres of land at the Northwest corner of Main Street (Highway 80) and 19th Street in Grand Prairie. Officers of Grand Central Inc., builder-developers are: Vernon S. Smith, president; S. A. Fishburn, Grand Prairie developer and James W. Smith, secretary-treasurer.

Our business
is still picking up!
TEXAS DELIVERY SERVICE RI 8-4444

Webb Royal Shopping Center, a $2,000,000 development located at Webb Chapel Road and Royal Lane, will open for business in June. The center covers 10 acres of ground, has 100,000 square feet under roof, and illuminated parking for 600 cars. It is owned by A. Pollard Simons, and Henry S. Miller Co. are leasing agents.

Nearing completion in Southeast Dallas is the $1,500,000 Loop South Shopping Center on Loop 12 at Highway 175. Loop South has a total of 125,000 square feet under one roof and the 15-acre site includes parking for 700 cars. Nearing completion on the southern edge of Dallas is the $1,000,000 Broadway Square at Gus Thomasson Road at Oates Drive. Broadway Square will have 106,000 square feet under one roof with parking for 715 cars.

Construction also continues on Northwest Shopping Center located on Northwest Highway at Plano Road. 70,000 square feet are already under roof here and another 46,000 square feet are due to be completed in the near future. There will be parking for 880 cars.

Under construction in South Oak Cliff at South Polk and Camp Wisdom Road is Polk Village Shopping Center. Polk Village is designed in Williamsburg Colonial style. First stores were completed in March in Brooklawn Village. This 30,000 square-foot shopping center is located at South Hampton and Kiest in South Oak Cliff. Just opened at Garland and Centerville Roads in East Dallas is Garland Road Village, which has 125,000 square feet under roof.

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Life insurance is the sensible way to make definite plans for your family's future. Why not call your Southland Life representative today about your plan.

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Dallas world trade NEWS



Consuls representing countries in Europe, South and Central America, and the Far East, circle the map of the world laid in terrazzo at Dallas Love Field, one of many stops on their city-wide tour. Other stops included industrial districts and downtown.

Houston Consuls Visit Dallas

Seventeen consuls representing foreign countries in Europe, South and Central America, and the Far East, paid a two-day visit to Dallas May 10 and 11th.

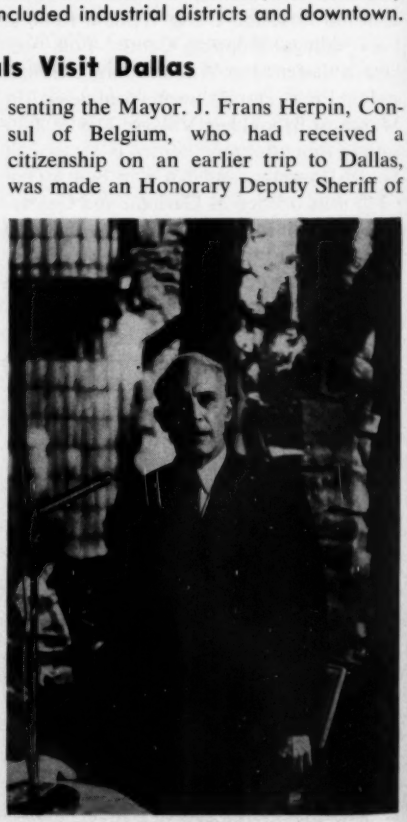
All seventeen are headquartered in Houston and made the trip to Dallas by air conditioned bus. The delegation was met at the Dallas County line by members of the Dallas World Trade Committee and The Dallas Sheriff's posse.

The good-will and trade mission included tours of all major areas of the City. Among stops were the State Fair of Texas, Southern Methodist University, the Turtle Creek residential area, Southland Center, Dallas Theater Center and Dallas Love Field.

Also included were visits to Trinity and Brook Hollow Industrial areas and a complete tour of the Dallas Trade Mart.

A reception and dinner at the Empire Club in Brookhollow-Empire Central was given by the Dallas Export-Import Club in honor of the Houston consuls. Some 200 people heard the major address of the evening, "Business Stakes Overseas," by Ernest S. Griffith, Dean, School of International Service, the American University in Washington, D. C.

Honorary citizenships were presented to each consul by Walter Cousins, representing the Mayor. J. Frans Herpin, Consul of Belgium, who had received a citizenship on an earlier trip to Dallas, was made an Honorary Deputy Sheriff of



Ernest S. Griffith, Dean, School of International Service at the American University in Washington, D. C., addressed consuls on "Business Stakes Overseas."

Dallas. The presentation was made by Harry Weatherford, representing Sheriff Bill Decker.

On the 12th, the consuls were luncheon guests of Storey Stemmons and Trammel Crow at the Dallas Trade Mart. After a complete tour of the mart facilities, each consul received a Texas hat as a memento, with one especially designed in blue for Mrs. Carmenzo Calix, Consul for Honduras, the only woman in the delegation.

Members of the Houston group were: J. Frans Herpin, Consul General, Belgium; F. C. de B. Berenguer, Consul, Brazil; Raymond S. H. Hoo, Consul General, China; Armando Velez, Vice Consul, A.I., Colombia; Carl G. Stearns, Honorary Consul, Costa Rica; Bernhard Daugbjerg, Honorary Consul, Denmark; Thomas J. Rauch, Honorary Consul General, Dominican Republic; Col. Jose Suarez, M., Consul, Ecuador; Jacques Fouchet, Consul General, France; W. F. Knips, Vice Consul, Germany; Allen Price, Consul General, Great Britain; Mrs. Carmenza Calix, Honorary Consul, Honduras; Shigeaki Yamashita, Honorary Consul, Japan; Florencio Mendoza, Vice Consul, Nicaragua; Thorleif B. Jorgensen, Honorary Consul, Norway; Augustin R. Chiari, Consul General, Panama; and Karl Henrik Anderson, Consul, Sweden.



A complete tour of the Dallas Trade Mart introduced Houston delegates to growing market facilities of the Dallas area. At the Mart, consuls were guests for a lunch.

Delta Airlines Announces New California Service

Non-stop daily service to Los Angeles and San Diego, Calif., from Dallas Love Field, effective June 11, has been announced by Delta Air Lines.

Delta Jet Flight 825 will depart Dallas at 7:45 p.m. and arrive in Los Angeles at 9:47 p.m. The return flight leaves Los Angeles at 2:30 a.m. and arrives in Dallas at 6:22 a.m.

DC-7 Flight 707 to San Diego will leave Dallas at 7:45 p.m. and arrive at 11:18 p.m. The return flight will depart San Diego at 1:10 a.m. and arrive at Love Field at 6:25 a.m. Both flights will terminate in Atlanta, Ga., and continue to that city after Dallas stops from the West Coast.

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1- and 1½-story homes in a wide selection of architectural styles and designs.

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CHOICE 125' x 130' LOTS . . . a few still available . . . All utilities, paved alleys.

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SHOPPING CENTERS: Near Preston Forest Shopping Center.

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YOUNG MEN GOING PLACES

Robert R. Wallace

By Seth Kantor

The wall map in the ultra-modern, ranch-style office building at 2102 Proctor has different colored pins stuck in so many places around the world, it looks like the map would bleed to death.

The pins show the full scope of operations of the only known national and international mechanical contracting firm in the world — the operations of Sam P. Wallace & Co.

"Why do you go so far to get business, when you face rough local competition once you get there?"

Robert R. Wallace, 29, one of the firm's three partners, chuckled at the question.

"Just after the turn of the century," he answered, "men with wrenches in Fort Worth were amazed when a Dallas plumber made the long trip to their town, and outbid them on a school building job. They asked him the same question you just asked me."

The pioneer plumber he referred to was his grandfather, Carl Wallace. Robert R. (Bob) Wallace is carrying on the tradition of being a pioneer plumber. You get the idea he'll be aboard the second rocket to the moon — to bid on the installation of plumbing for the man who's there from the first rocket.

"This is a business of the quick and the dead," said Bob Wallace, 29, young man on the go. "The industry has changed more in the past five years than ever before, and is in high acceleration now."

Mr. Wallace and his two partners are in even higher acceleration to stay ahead of the men with wrenches in Fort Worth and in the rest of the world.

"Our present backlog of business is in excess of $50 million," he explains, sandwiching the discussion in between one trip to Atlanta and another to Kingston, Jamaica.

As he talks, his 32-year-old partner-brother, Carl Wallace, is between Manila and Hong Kong. His 56-year-old partner-father, Sam P. Wallace, is flying over Kentucky. Their 1,000 employes are installing heating equipment in Alaska, cooling equipment in South America and putting in the best of modern America in new buildings in the Middle East.

The 45-story Humble Oil Building in Houston, to be among the most important skyscrapers in the world when completed, is a contracted job for the Wallace Co.— "a contract in excess of $8 million for us," explains Bob Wallace.

Equipment is brought in by rail and truck in massive amounts by his company from all over the nation. "Air conditioners on the Houston job, we bring from New England," he explains. "We bring the pumps in from the Midwest and the cooling towers from California."

Bob Wallace's major interests in the business are in the branch offices he established. The big one in Cincinnati was the first, in 1958. He set up one in Atlanta in 1959 and one in Houston in 1960.

From them is spawned much of the company's operations in 35 states, and the youngest of the three Wallace partners spends several days each month overseeing their work on the scene.

An accelerated pace is something he was used to, nearly 10 years ago, when he launched five years work in four at Southern Methodist University to receive his bachelor of science degree in mechanical engineering.

Between classes that sometimes were split because of lab work, he put in full-scale engineering work with his father's company on job sites in Dallas. He was well used to the pace even then. He started as an apprentice at the age of 14, working every day after school.

A graduate of Highland Park High School, Bob Wallace was fascinated by the business at an early age. He gave — and gives — little time for much else.

He belongs to the Lovers Lane Methodist Church. He plays tennis in good weather at the Dallas Country Club and handball in bad weather at the Dallas Athletic Club, where he holds memberships. Outside of those work breaks, usually once a week, he has time for no other organizations.

While at SMU in 1951, he met Miss Constance Patricia Rosser of Atlanta, Ga. They were married a year later, more than two years before the end of his schooling. They have one child, Robert Reginald Wallace, nearly a year-and-a-half old.

Since he and his two partners are rarely in Dallas at the same time, business matters generally are settled around the family dinner table on Sundays.

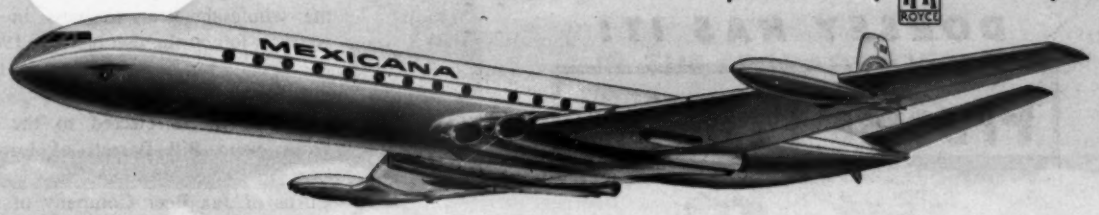
"We pitch in and make major decisions with our families sitting in," he explains. "It's the quietest time we have to get matters settled."

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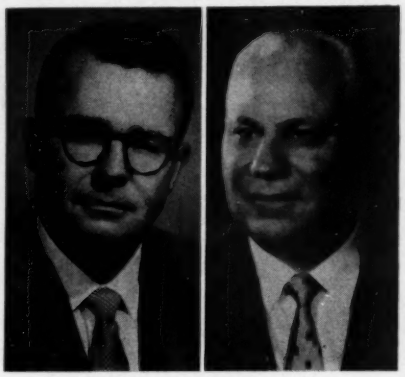
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CLUBS and ASSOCIATIONS



FITZHUGH LEE

Beer Wholesalers Elect R. E. Lee, Aylett Fitzhugh

R. E. Lee, president of Falstaff Distributors, Inc. of Dallas, has been named president of the Wholesale Beer Distributors of Texas. He was elected at the state organization's annual convention here in April.

Aylett Fitzhugh has been named president of the Wholesale Beer Distributors of Dallas succeeding Mr. Lee. Fitzhugh is managing general partner of Pearl Beer Distributing Company and has been in the wholesale beer business in Dallas since he joined the company in 1949. He has been a partner in the firm for the past nine years.

Other officers elected to the Dallas group were Bill Barrett of Lone Star Beer Inc., vice president; and Edwin S. Curtis of Jax Beer Company of Dallas, secretary and treasurer.

*

Accountants Elect Bryan. Wilfred A. Bryan has been elected president of the 750-member Dallas chapter, Texas Society of Certified Public Accountants.

Mr. Bryan has practiced accounting in Dallas since 1946. For 13 years he was a traveling auditor of the Texas Highway Department and later became chief accountant for Montgomery-Page-Hemphill-Page during construction of Bergstorm Air Force Base. He served as civilian administration officer for the Army Air Corps at Love Field from 1943 to 1946.

Other new officers include: Edward P. Thompson, Gilbert F. Orcutt and Robert F. Zech, vice presidents; and Robert W. Goodfellow, secretary. New directors are J. Kenneth Stuart Arthur, Norman E. Spary and Max R. Dodson.



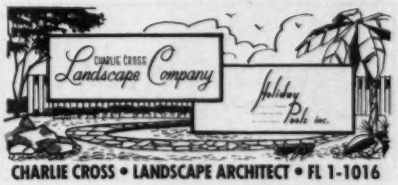
WILLIAMS

Life Convention Elects Williams

Dan C. Williams, president of Southland Life Insurance Company, has been elected president of the Texas Life Convention to succeed J. Ralph Wood, president, Southwestern Life. Mr. Williams also was recently elected secretary of the Life Insurers Conference.

The Texas Life Convention membership comprises 42 Texas-domiciled life insurance companies represented on the Convention's official roster by about 500 officers of the member companies. Reactivated in 1919, the Convention is dedicated to encouraging and improving the business of life insurance, fostering the discussion and dissemination of information with respect to such business, preserving ethical standards, establishing the interchange of business ideas among its members, and promoting free competition in the life insurance business.

The Life Insurers Conference is an association of life and combination life insurance companies organized to promote the interests of its constituent member companies and their policyowners; to promote the general welfare and interest of the insurance business; and to more fully realize the responsibility of the insurer to the public. Organized in 1910 with 18 companies, the Conference today has 90 member companies located in 23 states, the District of Columbia and Puerto Rico.



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These are Supreme Homes by Fred Thompson—you owe it to yourself to look and see—the finest.



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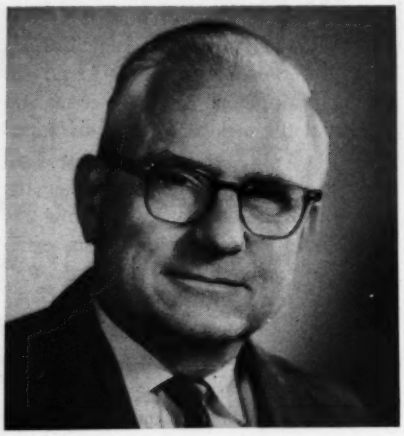
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Clubs and Associations



COERVER

Coerver Elected By Store Fixture Manufacturing Group

Otto J. Coerver, president of Otto Coerver Co., Inc. of 333 Exposition Avenue, has been elected president of the National Association of Store Fixture Manufacturers.

Mr. Coerver is founder of the company which bears his name and is the son of the founder of the predecessor company, Dallas Show Case Company, founded by his father on Patterson Street in 1890.

*

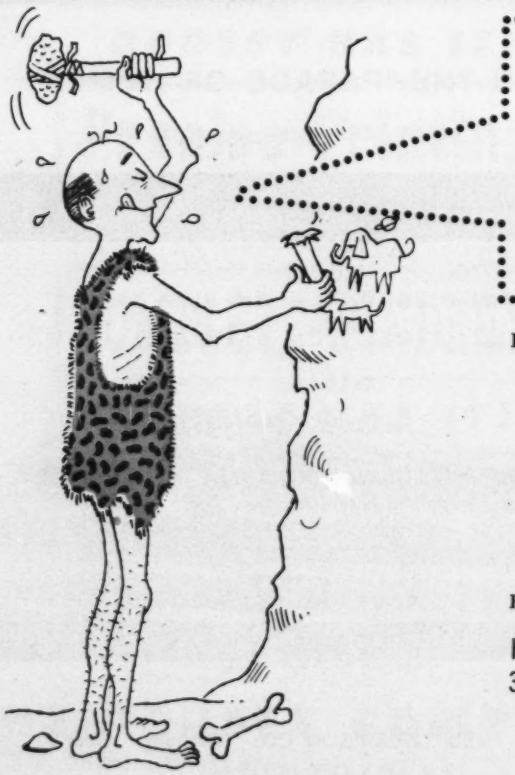
McGee Named by National Aeronautical Group. Henry I. McGee, president of Dallas Airmotive, Inc., has been elected president of the National Aeronautical Services Association.

E. Fred Buehring, vice-president and division manager of Temco overhaul and aerosystems division, and Winston Castleberry, president, Southwest Airmotive service division, were among new board members elected by the association.

*

National Office Equipment Association Names Fiske. Paul Fiske, owner and sales manager of Dallas Office Supply Co., has been named Governor for 1961-62 of District 7 of the National Stationery and Office Equipment Association. The district includes Texas, Louisiana, Arkansas and Oklahoma.

The NSOEA has a membership of over 4,000.



"IF YOU NEED SOMEBODY TO DO A GRAFFITO . . . . CALL A CAVE MAN . . . NOT RIverside 7-2583"

Fragmire, that's the soundest advice we've heard in years (although we don't recall that anybody *ever* asked us to do a graffito). Here, we make impressions on *paper,* using type and plates of various kinds . . . and we make these impressions in both the offset and letterpress processes. Now, Fragmire, since you've enlightened the people on a very perplexing point, why not go a little further and fill them in on the many different types of work we do? Like day-to-day business forms, one- or multiple-color advertising literature, house organs, magazines and so forth? And Fragmire — don't forget to say a word or two about Haughton Brothers' traditionally good service. That's important, too.

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HAUGHTON BROTHERS

graf•fi'to, *n.* A crude inscription, figure drawing, etc., found on rocks, walls, vases, and other objects.

Clubs and Associations

Bankers Name Dillon President. John M. Dillon, Assistant Vice President at Mercantile National Bank has been elected President of the Dallas Chapter of the American Institute of Banking. Mr. Dillon and four other Dallas bank employees will head the local AIB activities for 1960-61.

Serving with Mr. Dillon will be Phil R. Allen, Assistant Cashier at Republic National Bank, who is first vice president; Frank B. Block, Jr., Mercantile National Bank, second vice president; Mrs. Ann Lochridge, Oak Cliff Bank & Trust Company, treasurer; and Miss Lucile Johnston, Texas Bank & Trust Company, secretary.

Three new directors are Charles Sanford, First National Bank; Allen Swafford, Mercantile National Bank; and Richard Thomas, American Bank & Trust Company.

The AIB is the educational section of the American Bankers Association and is the largest educational organization of its kind in the world. Dallas Chapter, the eleventh largest in the nation, boasts a membership of 2,175.

*

Langford Elected President by Purchasing Agents. D. Ray Lanford, Sun Oil Co., Dallas, has been elected president of the Purchasing Agents Association of Dallas for 1960-61, succeeding Harold Stockton, Dallas Power & Light Co., who was named national director. Mr. Langford assumes his duties on June 1.

Other new officers elected are C. M. Newsom, Southern Union Gas Co., first vice president, and Robert D. Crane, Dresser Industries, second vice president. Fred D. Bradley, Southern Union Gas Co., was re-elected secretary-treasurer.

Mr. Langford has been associated with the Sun Oil Co. for the past fifteen years where he is now the assistant purchasing agent, Southern Division. He is a native of Nocona, Texas, and a graduate of North Texas State College, Denton.

*

Paper Association Names Clampitt Director. Max A. Clampitt, President of Clampitt Paper Company, has been elected to the board of directors of the National Paper Trade Association, Inc.

The association represents 1,100 distributor-wholesalers who are responsible for the sale and merchandising of more than $3.1 billion worth of paper and paper products each year.

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Home Builders

(Continued from Page 41)

plus the current rate of sales for all geographical and value ranges. Members of other industry organizations, such as the Dallas Mortgage Bankers Association, are helping by providing information.

The long range goal is to provide the professional builders and others of the industry enough current statistics that they can do better management plannings. This work is supervised by the Association's Merchandising Committee, of which I. P. Jacobs is Chairman.

Much of the Association's effort is aimed at supplying its members training in management and technology. The Southwestern Builders Conference staged by the organization in March, 1961, offered training in administration, finance, planning, and design, construction technology, and merchandising, in addition to a special seminar on leadership in making home builder organizations more effective for their members. The breadth of interest in these subjects drew home builders from all parts of Texas and surrounding states as well as selected industry leaders from other parts of the country.

The Conference was held in conjunction with the Southwestern Home Show and Builders Exposition, where some 165 major manufacturers and distributors of construction products and services displayed their latest and best developments for the benefit of the housing industry leaders of the big Dallas region as well as for the general public who came 88,000 strong. Numerous of the exhibitors and industry observers rated the exposition as the most complete building products display outside the annual trade show staged at the National Association of Home Builders Convention in Chicago.

"The Association will continue to emphasize more services to its members designed to aid the individual companies in planning, in business management, and in taking advantage of technical and product improvements," Lee said.

The HBA of Dallas County serves 245 home builders and residential land developing members, as well as 340 associate members, embracing finance, sub-contracting, service profession and crafts, and supply and manufacturing firms. As the organization is affiliated with the Texas Association of Home Builders and the National Association of Home Builders, its members are afforded individual membership participation in the state and national organizations also. Association estimates indicate that its members build

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Home Builders

approximately 85% of all residences in Dallas County.

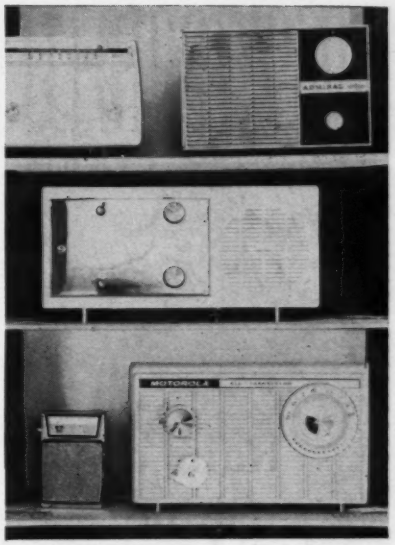
The Home Builders Association encourages its members individually to assume increasing participation and responsibility in community affairs and local government. For the past 11 years the Association annually has awarded its Hugh Prather Trophy, named for the first President of the Association. The Prather Trophy is awarded by a special committee of men not in the home building industry to the home builder who has done the most for betterment of his community each year.

"Growth, and the need for continuous good planning represent a big need for Dallas and the cities surrounding," Lee explained. "Some of the most pressing problems of our Dallas County cities are connected directly or indirectly with growth. Many of our members, because of their practical experience in land planning and developing, are qualified to do volunteer work for the local governments because of their professional backgrounds. I doubt if any other professional or business group as a body appreciate the problems of growth and the need for good, sound practices by the local governments as do our builders and developers."

One new organizational tool the Association has developed to enhance relationships with local governments and civic groups is the Divisions of the HBA which now exist to represent the home building industry in Farmers Branch, Grand Prairie, Mesquite and Richardson. "This type of organizational expansion in depth with municipalities and civic agencies will be continued," Lee said.

The successful launching of its plan for Divisions, coupled with other strong points such as its internal industry education program, resulted in the Home Builders Association of Dallas County being picked to win the Nels Severin Award of the National Association of Home Builders for 1960. The Award is presented each year to the local association of home builders adjudged as having maintained the most effective overall service to its members and to its community.

Ed Miley
PHOTOGRAPHY
1416 Commerce
RI 8-6439



two of these radios will be tuned to 970 exclusively ...the others never!

The radio at the top left and in the center were purchased by two Negro families. And they'll be tuned exclusively to KNOK-970. How can we make such an absolute statement? It's common sense really (although we can prove it by our ratings). All of us read newspapers, listen to radio, watch TV because we're interested. We can **self identify.** The Negro family listens to KNOK because it programs news, sports, music, community events that allow him to identify. It is his sole and exclusive community voice. For advertisers this means a complete market that can be tapped through one media, one schedule . . . A market not reached in any significant numbers by any other media. A call will provide you with the complete story.

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DALLAS ASSOCIATION of INSURANCE AGENTS

NEW AND EXPANDING BUSINESS



Montgomery Ward's new 157,000 square foot retail store in Wynnewood Village will cost in excess of $1,800,000. It is scheduled to be completed on August 24.

Wynnewood's New Montgomery Ward Store Half Completed

Montgomery Ward's new 157,000 square foot retail store in Wynnewood Village, scheduled to be opened August 24, is approximately half completed, according to an official of American Home Realty Company, builders of the new two-story structure.

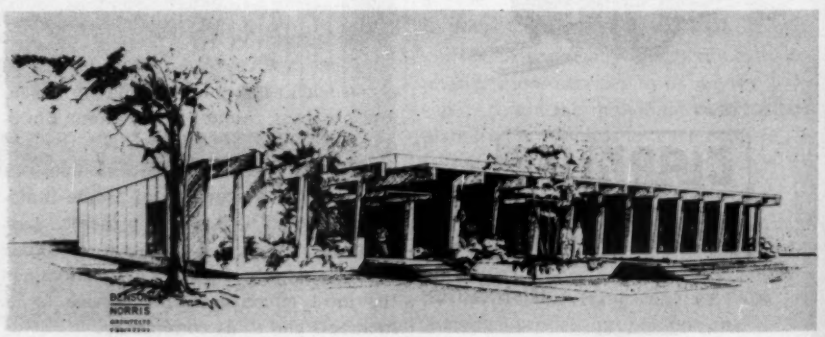
The new general retail store will cost in excess of $1,800,000, and is of brick masonry construction, with full steel concrete floors, lightweight concrete roof decks, and completely fireproof and air-conditioned.

In addition to its general merchandising floors, the new Ward store will have a seasonal sales department, glass enclosed, located on the west side of the structure. A complete automobile service department will also be operated by Ward's.

Ground for the new store, located in the heart of Wynnewood's 67 acres, was broken October 10. Williams & Reeves, Dallas, are architects for the new building with Beran & Shelmire serving as associate architects. Herman Blum is consulting mechanical and electrical engineers.

The new store will be equipped with two four-foot-wide escalators, believed to be the widest in Dallas, as well as elevators and stairways. All mechanical equipment for the new store will be contained in a penthouse on top of the building.

The new Ward store is the largest in Wynnewood Village, and is one of the largest retail outlets in the Dallas area. W. F. Simonson has been named manager of the new store.



Coastal Plains Plans New Office, Warehouse

Coastal Plains, Inc., Dallas-based bearing specialists and equipment firm, is now constructing a 15,000 square foot facility at 4849 Hampton Road. Designed by Benson and Norris, Architects, the new general office and warehouse will have exterior surfaces of "dimpled concrete" and "exposed aggregate," both new products by Gifford-Hill for tilt-up construction of offices and warehouses.

New and Expanding Business



Texas Rubber Supply Completes Expansion

Texas Rubber Supply, Inc., 2436 Irving Blvd., has just completed its second expansion in four years, adding over 6,000 square feet to the present 10,000 sq. ft. warehouse. Included in the expansion program was installation of new machinery.

▸ Trinity Savings and Loan Association has announced the purchase of a site for a new home office. Located in the 1800 block of South Buckner Boulevard, the location has a 320 foot frontage on South Buckner and extends through to Connor Drive. Plans call for construction of two buildings on the site, one a 15,000 square foot two-story structure to house the Association offices and rental office quarters, and the other to house a new movie theater as well as several retail establishments. Completion is expected in July, 1962.

✶

▸ Dallas Federal Savings and Loan Association has announced a new one-story Dallas Federal building in Valwood Shopping Center on Dennis Road. The new building will contain 6,000 square feet with Dallas Federal occupying 4,000 feet of the area. Included in the space will be a Community Service Room, which will seat 100 persons and be available to church and civic organizations.

▸ Alpha Corporation, Collins Radio Company's systems management subsidiary, has received a $2.5-million contract from the U. S. Army Signal Corps for modification of its tracking station at Richardson. The entire amount of the contract is for work to be done in Richardson to modify and improve the existing tracking station.

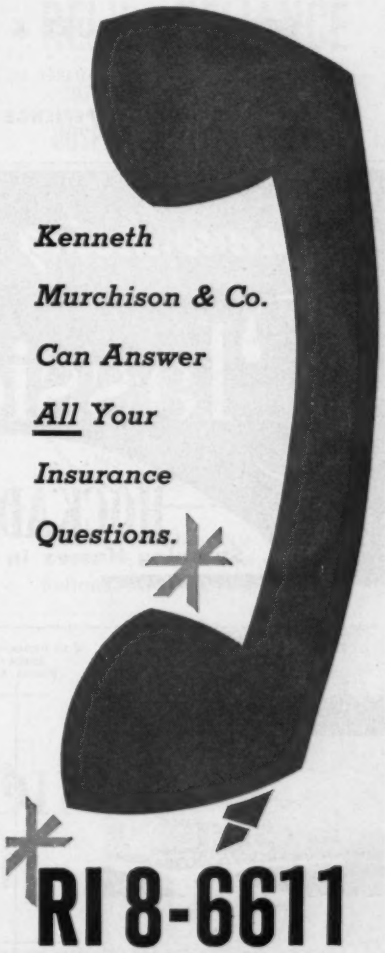
✶

▸ Royal Dutch Laundry and Cleaning has opened a new plant at 5003 Lemmon Avenue. The new plant, formerly White Plaza Laundry and Cleaning, was designed by Peter Wolf and Associates of Dallas.

✶

▸ Everts Jewelers has announced a new suburban store in Preston Center at the southeast corner of Northwest Highway and Kate Street. The new store will be Everts' third in Dallas. Real estate negotiations for the 3,400 square foot Preston Center location were handled by Jay Green of Henry S. Miller Company, Realtors.

ELECTROTYPERS
SAM ROSS MCELREATH CO.



BUGS Business?

Packaging or display problems bugging you? We're expert exterminators of that species of insects. Our special formula for this type of extermination consists of equal parts of ingenuity, resourcefulness and know-how. For assistance call (Chief Problem Exterminator) *Larry Siegler.*

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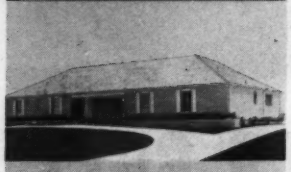
Classic HOMES inc

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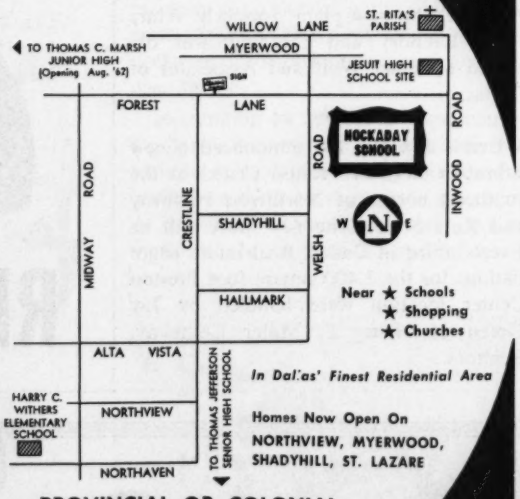
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3, 4, 5 BEDROOMS, 2½, 3 BATHS

YOUR HOME, custom-built for YOU. Homes for immediate approval, others nearing completion. See CLASSIC HOMES today.

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Invest in Your Happier Future . . . TODAY!

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New and Expanding Business—

First Customs Warehouse For Dallas Is to Open

The opening of Raoul International Warehousing Mart, Dallas' first public bonded Customs warehouse, has been announced by Raoul de Marcia, President of the firm. The warehouse is located at 6100 High School Avenue, Dallas, with formal opening planned for June 1st.

The new company is a division of Raoul Imports, Inc., established in 1953, with headquarters in Dallas and branch offices in New York.

Raoul International Warehousing Mart's services include bonded warehousing, freight forwarding and export, and complete Customs House clearance. In addition, the firm provides marine insurance, bond underwriting and documentation, with Customs brokerage and forwarding representatives in principal cities of the world.

In his announcement, Mr. de Marcia noted, "There is a growing need for Customs warehousing as Dallas gains an increasing share of international trade. We are fortunate in having a location convenient to Love Field and Dallas freight terminals from which we can offer complete service on a world-wide basis. Our hope is to contribute to Dallas' growth as a world trade center."

★

▸ Accent Enterprises, Inc., a photographic and publishing corporation, has opened offices and laboratory at 4912 Cole Ave. One subsidiary is Accent Photo, specializing in custom color processing. Accent Press, the second subsidiary, is a publishing firm.

★

▸ Broadway Carpet Service Company of Texas has opened a warehouse at 130 Glass Street. Specialists in the carpet field, the company will store and give cutting facilities and other services for carpets.

100 GLASS STREET

Trinity Industrial District

Second floor offices, air-conditioned, private elevator. Janitor service and utilities furnished. Telephone answering service available. Single offices, $35. and $65. Two room suite with bar, $115, Brokers' cooperation solicited.

H. G. WEIL, RI 1-3486

New and Expanding Business



Metropolitan Federal Begins Expansion

Metropolitan Federal Savings and Loan is now beginning construction on an expansion which will double present flool space. Plans call for a new facade, and total use of the entire second floor. Completion of the new building is expected in July.

▸ Tube Turns Plastics Inc., U. S. pioneer in injection-molded thermoplastic piping products, has announced the establishment of a plant at Dallas on Forest Lane in Garland to make products of hologenated plastics. Sales manager will be George H. Hunt III, formerly manager of TTP's technical department in Louisville, Ky. Eugene Wilkes, formerly plastics production manager for the Murray Company of Texas will be production manager.

Serving Hundreds Of Dallas' Leading Business Firms
Flower-A-Day Shop
KNOX at TRAVIS LAI-2101

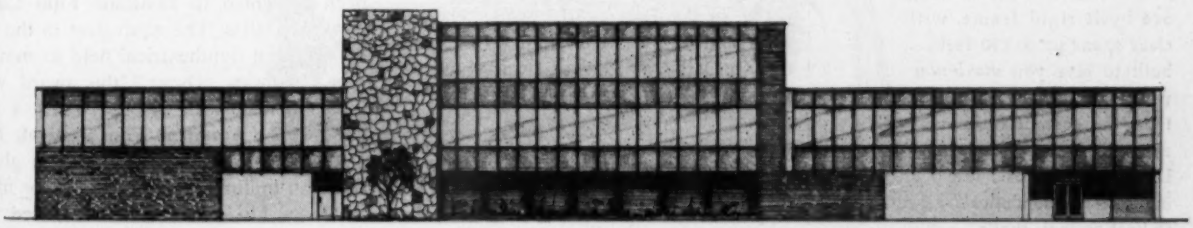
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for HEALTH • ACCIDENT • HOSPITALIZATION • MEDICAL and ALL forms of LIFE INSURANCE

as dependable as the North Star
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Maurice I. Carlson, CLU, President
Z. P. (Buddy) King, Director of Agencies
Reliance Life Bldg., Dallas, Texas

Now Leasing Office Space in . . .

THE MIRKES BUILDING



2626 West Mockingbird

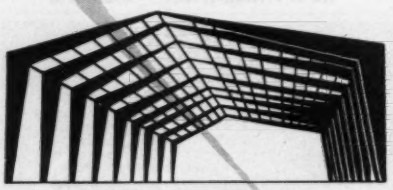
Between Exchange Park and Love Field

Two Floors,
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for Tenants

Leasing:
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Suite 239

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RIGID-FRAME
STEEL
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give you
MAXIMUM
WORKING
SPACE!

GONE are obstructing interior columns!
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Stand at either end, and you can see all around you in a Delta Steel Building. Delta buildings are built rigid frame, with clear spans up to 130 feet... built to give you *maximum* working space at ⅓ to ½ less than the cost of ordinary masonry construction. Low in initial cost; low in upkeep; economical to heat or cool: that's Delta!

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ADVERTISING—MARKETING —COMMUNICATIONS



WATTS

George J. Watts, vice-president in charge of advertising and public relations for the Republic National Bank, is the newly elected president of the **Dallas Advertising League.** He succeeds Lloyd Price, promotion and advertising director of the Dallas Times-Herald.

Other officers elected include: **Bill Wagley,** executive vice-president John A. Scott Company, first vice-president and **John R. McCarty,** vice-president of the Frito Company, second vice-president. **Neal Hall,** advertising and public relations director of the Lone Star Gas Company was re-elected secretary-treasurer.

A native of Philadelphia, Watts has been associated with banking in that city since 1923 and was active in the Poor Richard Club. He joined the Republic Bank in 1952 and immediately became active in the Dallas Ad League. He was chairman of the AFA National Convention in Dallas in 1958 and was voted the League's Most Valuable Member that year.

*

Members of the **Southern Region of Affiliated Advertising Agencies Network** met in Dallas April 8 and 9 in the Marriott Hotel. Ted Workman, president of Ted Workman Advertising Inc., was host for the meeting.

The affiliated Advertising Agencies Network is an international organization of over sixty members serving all major markets in the United States and most parts of the world. Outside the United States, members are located in Tokyo, Bangkok, Johannesburg, Sidney, Melbourne, Paris, London and Honolulu. Member agencies serve as affiliate or branch offices of all other members in order to provide clients with the benefit of localized service and assistance, cooperating with each other in research, the placement of advertising and other special services.

*

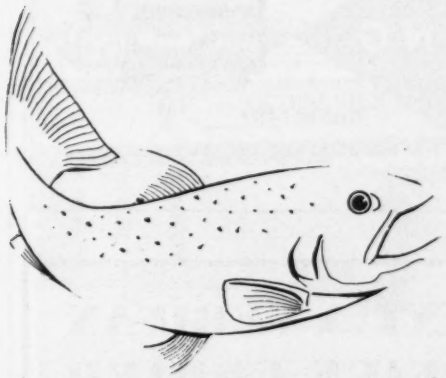
The Ed. Bearden Art Studio has recently completed expansion doubling their space in the Reliance Life Building and made important staff appointments. **Bert Rodriguez** and **Bruce Griffin** have been named art directors. **Pat Moorer** has been promoted to executive assistant. **Jim Pugh** has been named production manager and **Peggy Hudson** has been named business manager.



The nation's highest award for a documentary film in the field of economics has been presented to **Jamieson Film Company** of Dallas. The equivalent in the industrial and nontheatrical field to moviedom's famous "Oscar," the award was made in late April in New York at the close of the **American Film Festival.** The Jamieson trophy and citation was given for a 16 millimeter sound and color film, "A Place Under the Sun." Produced for the American Title Association, the premiere of the film was held in Dallas during the Association's national convention last October.

Jamieson Film Company was the only producer in the South or Southwest to win a first place award in the national competition. Other U. S. entries who were winners included such companies as Time, Inc.; Western Electric Company, The U. S. Department of Agriculture, National Broadcasting Company, Film Associates of California and the Columbia Broadcasting System.

FISHERMEN!!



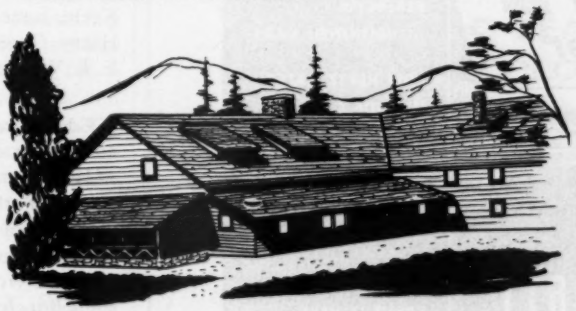
the most beautiful spot in the United States to fish

Rainbow Trout Lodges

Rainbow Trout Lodges, located 25 miles west of Antonito, Colorado on the Conejos River, is one of the finest places in the United States to fish. The Conejos and Elk Creek are well stocked with rainbow trout. *Pack-in* fishing trips through the splendor of the Rocky Mountain wilderness are one of our specialties. These trips are guided, equipment very modern.

The main lodge building nestles among pine, blue spruce, aspen and douglas fir trees. Dining room presided over by skilled chef who prepares exceptional menus.

MAKE RESERVATIONS NOW!



Season:
June 15
to
September 15

Other Accommodations

20 private cabins with bath
Heated Swimming Pool
Horseback Riding
Tennis Court
Exceptional Cuisine, American Plan
Pack trips
Care of Children
and many more

Rainbow Trout Lodges



ANTONITO, COLORADO

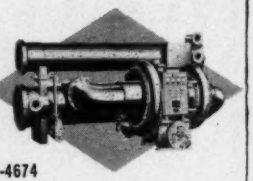
For reservations and information write or telephone

FRanklin 6-5659

Dallas — 1123 Exchange Bank Bldg.
FL 7-8283

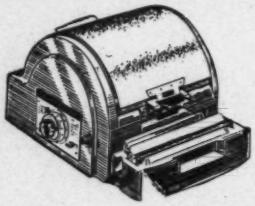
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HERTZ

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DRIVE NEW . . .

CHEVROLETS, AND OTHER FINE, FULLY-EQUIPPED CARS

- CLEAN, PERFECTLY CONDITIONED CARS
- LOW HERTZ RATES INCLUDE GAS, OIL AND INSURANCE
- YOU NEED ONLY YOUR DRIVER'S LICENSE AND IDENTIFICATION
- NATIONWIDE "RENT IT HERE . . . LEAVE IT THERE" SERVICE

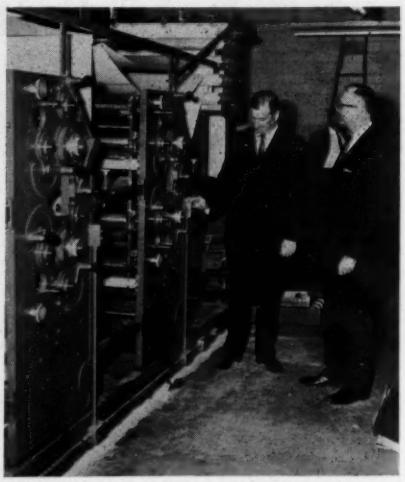
PHONE RI 1-4611

HERTZ RENT A CAR

1326 Commerce St., Adolphus Garage	RI 1-4611
1927 Commerce St.	RI 1-4611
International and Domestic Reservations, 1112 Mercantile Securities Bldg.	RI 1-4611
Love Field Airport	RI 1-4611
Southwest Airmotive, 7515 Lemmon Ave.	FL 2-7720
Statler Hilton Hotel	RI 1-4611
Freeman's Gulf Service Station, Preston Rd. and Northwest Highway	EM 1-1331

HERTZ Puts YOU in the driver's seat!

Advertising — Marketing — Communications



Dallas' first web fed offset press went into production early last month in the **Newspaper Enterprises Inc.** at 1300 N. Industrial. Shown punching the button is **John N. Patton Jr.,** left, general manager of the company along with **Stanley McBrayer,** president of the Vanguard Press, Texas manaufacturer of the presses.

Newspaper Enterprises was formed by a group of Dallas businessmen for the purpose of printing small weekly and semi-weekly newspapers in the Dallas area. The firm brings new electronic and photographic processes into this field. Associated with this firm are Manuel De Busk, Dean Stanley, Lloyd Shelby, Rhea Keele, James Smith, Gordon McLendon, Harry Gage, Dr. John B. Chester and E. E. Widner.

✶

Eddie Sparks, Dallas photographer has announced the opening of new studios at 1416 Commerce Street. Sparks has been a New York Daily News Photographer, manager of a Dallas photo studio and chief photographer for Curtiss-Wright Corp. in Wooldridge, N.J. His new service will include color, still, motion picture and aerial photography.

TEMPORARY OFFICE HELP

Call for a "Kelly Girl"

RIverside 8-8149

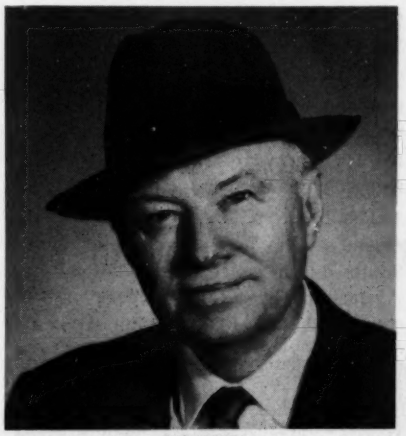
No payroll bother — we bill you weekly. All "Kelly Girls" are tested, experienced, bonded and guaranteed. Call us and describe the job you want done.

Kelly Girl Service, Inc.

1209 Simons Building

Dallas, Texas

Advertising — Marketing — Communications



WINSETT

Marvin Davis Winsett, Dallas advertising executive, has been named poet laureate of Texas for 1962.

Mr. Winsett has been the owner and operator of a Dallas advertising agency since 1930. He was selected for the poet laureate recognition by a special committee consisting of Governor Price Daniel, three state senators and three representatives. His works include two books of poetry, "Winding Stairways" (1953) and "April Always" (1965) as well as a text, "Basic Ad Writing" (1954).

★

Announcement has been made of the formation of a new advertising agency known as **Cordelia R. Seybold, Fashion Art and Advertising.** The agency will specialize in fashion accounts functioning in all areas of fashion art and advertising. Cordelia Seybold was associated for 6 years with the Wichita, Kansas Eagle and Beacon in fashion advertising. For the past year she has been operating a fashion studio in the greater Dallas market. Mrs. Seybold is a graduate of Kansas University where she majored in art and advertising. Offices are at 9563 Lakemont Drive.

★

Robert E. Phillips has been appointed an account executive of **Eldred J. Robinson Advertising Inc.** as part of an expansion program. Phillips is a graduate of North Dallas High School and Creighton University in Omaha. He had extensive advertising experience with New York agencies before returning to Dallas recently.

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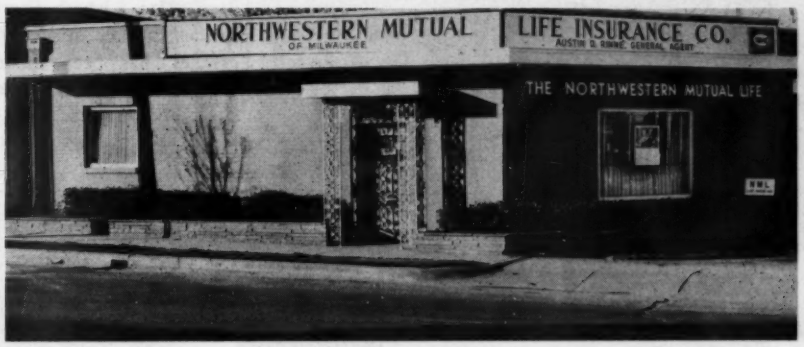
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JOY WRIGHT

Miss Joy Wright has rejoined the staff of the **Jack Wyatt Company** as director of press relations. For the past three years she has been publicity director of the Dallas County Community Chest. Prior to that she had been associated with the Wyatt Company for two years and was audience promotion and publicity director of WFAA Television for two years.

★

Bill Steger, president of Southland Farm Store of Dallas, has been selected by "Farm Store Merchandising" for a first cover article in their April issue. With K. Akin as vice-president, Bill Steger has set up Southland Farm Store as a model of farm store merchandising operation in the heart of Metropolitan Dallas.

Highlights of the "Farm Store Merchandising" article feature Steger's personal selling and service to customers. The store sold more than 700 tons of salt in 1960. Insecticides comprise a $25,000 a year volume. Dogfood sales often reach 40,000 pounds per month. The firm does business in a 75 mile radius from Dallas. Ranchers who live in Dallas are among the firm's best customers.

★

The **Rominger Advertising Agency** has announced the addition of Great Southwest Warehouse Inc., to its list of clients. The agency will supervise trade and consumer advertising and public relations activities for all divisions. Great Southwest Warehouses was formed more than two years ago through the consolidation of Dallas Transfer & Terminal Warehouse and Interstate-Trinity Warehouse Co. In addition to operating a moving and storage division as representative of Allied Van Lines, the firm has a distribution complex for nationally and regionally distributed products in Great Southwest Industrial District. Since its founding, Great Southwest Warehouses has built three new buildings in Dallas and plans to expand to other areas.

★

The Evans Young Wyatt agency has announced the appointment of two new members to its staff. **Mrs. Lisbeth Sherman,** with 11 years experience in several Southwestern agencies, has been made assistant account executive. She has been copywriter, media director, radio-TV-director, merchandising manager and account executive.

Charles Carolus, who has also had 11 years of advertising experience in the Southwest, has been appointed account executive at the agency. Carolus who recently moved to Dallas from San Antonio previously served as senior account executive for eight years with the Pitluk Advertising Company of that city.

The Evans Young Wyatt agency was recently named to membership in the Southwestern Associaton of Advertising Agencies. Offices for the agency are located in the Lee Park Building, Dallas.



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— Janelle Monico,
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Oak Lawn at Cedar Springs

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FASHIONS FOR WOMEN
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Women in BUSINESS

By Larry Grove



Mrs. Mike Flabiano

Add the name of fabulous Mrs. Mike Flabiano to the list of women who have built Dallas.

For 30 years, she has been a partner in marriage and a partner in business with the man whose name has become synonymous with terrazzo. Both partnerships have been solid successes.

"Mike is boss," says the blue-eyed and dark-haired Mrs. Flabiano, who said she can lay no claim at all to being Italian, except through the name she got by marrying Mike.

In the terrazzo business, there are few anywhere to match the recent successes of the Flabiano concern, officially listed as the American Terrazzo Company, 5607 Dyer. The Flabianos put in the stunning and durable terrazzo floors in Republic National Bank, Southland Center, the new WFAA-TV and radio building, and the Dallas Love Field Terminal. The Love Field job included what has been claimed, without protests from anywhere so far, as the world's largest map done in terrazzo.

And the Dallas jobs make up only a part of the jobs successfully "bid in" and installed by the Flabianos.

Mrs. Flabiano has become adept as a bidder, which means that she knows specifications, materials and costs, and can translate that knowledge from a set of blueprints to a bid sheet.

Mrs. Flabiano, as secretary-treasurer of the corporation, now has help in running the office of the 60-employe firm. There were many years when running the office — keeping the books and meeting the payroll, and meeting prospective customers — was left mostly to her alone. For Mike's specialized art with the marble chips was always needed "on the job."

The company began when Flabiano stopped working for other companies and struck out "on his own" in Oklahoma City in 1931. The year had started with a New Years Eve party for contractors. The girl who was to become Mrs. Flabiano was a hostess. Mike was a guest.

Mike was from Udina, Italy, where most terrazzo men pass the skills of the "terrazzo mechanic" to their sons, just as the art has been kept alive for thousands of years.

Two sons of the Flabianos — Luighi and Mattia—have completed their schooling and have entered the company as full partners.

"I had hoped, I think, that Luighi would become an architect — that seemed to be the direction he was going. And when he was growing up, I hoped Mattia would be a doctor or something like that. Now that they've made their choice, to do the terrazzo art, I'm glad," Mrs. Flabiano said with a glow of pride.

There are also two daughters in the family — and Mrs. Flabiano claims a grandmother's prerogative of spoiling the grandchildren. "All seven of them," she says.

The close-knit family assembles occasionally at the Flabiano home at 6611 Bobolink. It is a testimony to their underlying belief that terrazzo really is all they say it is a building material: the patio, porch and even the driveway are of terrazzo—and the shuffleboard is imbedded.

Mrs. Flabiano said she has become fairly adept at preparing Italian dishes she learned years ago from Mike. And she maintains a suburbanite's appreciation for flowers.

"I'd have been a great gardener. It's no credit to me. I was born with a green thumb," she confesses, "and when I plant something it just grows."

Her particular delight now — and one that she says she hasn't managed to interest her husband in — is boating and fishing. "I can't get Mike into a boat. So when I get a chance to fish with friends at Texoma, Lake Dallas or Grapevine, I go without him.

"But everything else, Mike and I always do together."

The Flabiano family has become a family of travelers. At the time of this writing, the men in the family were deployed on terrazzo building contracts stretching from Atlanta, Ga., to Midland, Texas, as well as a great number in the Dallas area. There appear to be only further successes ahead as the popularity of terrazzo climbs.

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John P. Thompson, president, Southland Corporation, (right) congratulates Irving I. Bock, president, Carrier-Bock, North Texas air conditioning distributor located at 2133 Cedar Springs, on the firm's 25th anniversary. Carrier-Bock's first job was air conditioning the Oak Farms Dairy plant office, which is part of the Southland Corporation of Dallas.

Carrier-Bock Observes Twenty-Fifth Anniversary

The twenty-fifth anniversary of Carrier-Bock, North Texas air conditioning distributor with offices in Dallas and Fort Worth, was celebrated April 19.

I. I. Bock, president of the firm, has been in the air conditioning business since he joined the Dallas office of the Carrier Company in 1929 as a sales engineer. When Carrier decided to set up distributors for its products throughout the country, Mr. Bock opened the Carrier-Bock operation in 1936 in a storeroom on Bryan and Olive Streets.

The growth of the air conditioning business throughout the country is reflected in the growth of Carrier-Bock. From a modest beginning 25 years ago, the firm has grown from a staff of six to over one hundred persons with offices in both Fort Worth and Dallas. Servicing and supplying dealers in sixty-five Texas counties, Carrier-Bock does an annual volume of business in excess of $5 million.

The company has ranked first in national sales of Carrier equipment several times and for many years has been one of the top five distributors in the country.

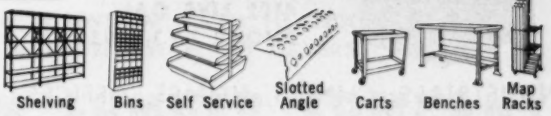
Some of the firm's early Dallas installations included Lucas B & B Restaurant; Merrill, Lynch, Pierce, Fenner & Smith office; Dallas Power & Light Showroom; Lorch Manufacturing Company; Dreyfuss; and W. A. Green."

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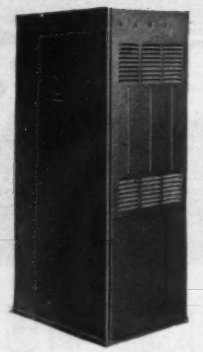
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BOOKS FOR BUSINESSMEN

Advertising and marketing have found a staunch defender in Professor Stuart H. Britt, professor at Northwestern University and editor of the Journal of Marketing. His thesis in "The Spenders" is that, contrary to what we have been told by V. Packard, American business takes the dictates of the consumer, and not vice versa. Directing his discussion toward the general reader as well as the specialist, Professor Britt presents a penetrating picture of the consumer—his motives, wants, and needs—and his effect on business.

*

For investors: one of the few books that spell out in detail the techniques of the intelligent utilization of stock options in a portfolio. In "Profitable Trading with Puts and Calls," Richard Whiting stresses these valuable trading tools, not as the easy road to stock market riches, but as a follow-up and complement of basic company analysis. For investors unfamiliar with the ability of stock options to multiply potential profits while at the same time minimizing possible losses, this book is essential reading. "Remember, in the stock market what you *don't* know *can*, most assuredly, hurt you!"

*

"Credit and Collection Letters: New Techniques to Make Them Work" is the first book in years to have the seal of approval of the National Association of Credit Management. Author Richard H.

CPSERVICE

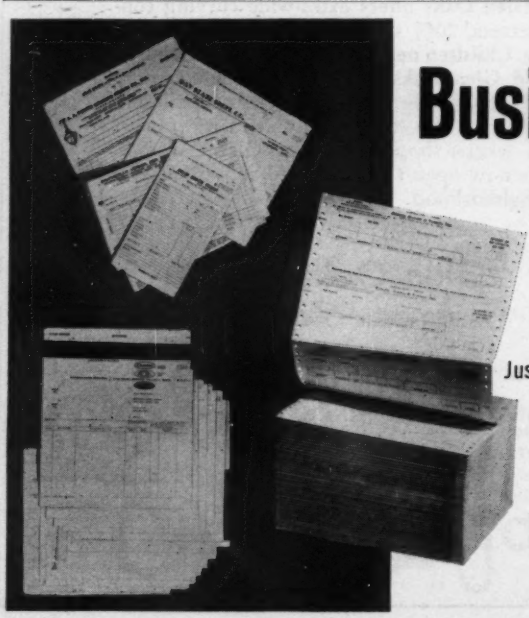


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*

Concerned about the dwindling purchasing power of your dollar? "What You Should Know About Inflation" explains the elements of this subject in simplest terms, illuminating the technical jargon with which economics typically abounds. Its author is Henry Hazlitt, formerly with the New York Times, and since 1946 writer of Newsweek's Business Tides column; his book "Economics in One Lesson" sold a quarter of a million copies. Hazlitt discusses popular fallacies and answers timely questions concerning your pocketbook. Included are topics such as: Is inflation inevitable? Is a "controlled" inflation possible? Can we trust "monetary management?" Should we return to gold? Is price-fixing a remedy? How can we protect ourselves against further erosion in the value of savings? Worth looking into.

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CITY HALL REPORT:

Editor's Note: This is the tenth in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

Dallas West Revitalization Commission

W. C. "Dub" Miller, *Chairman*

Austin F. Allen
Charles G. Cullum
Harris A. Kemp
John E. Mitchell, Jr.
Ethan B. Stroud
George O. Yamini

The largest slum housing area the city has selected for rehabilitation is located in West Dallas. Ten minutes from downtown are seven hundred acres, three thousand houses (most in a deteriorating condition) in which live more than fifteen thousand people. All three major racial groups are represented as follows: Negro —66 per cent, Latin American—17 per cent, and White—17 per cent.

The streets are dirt and gravel; the flat land makes drainage difficult, and sanitary sewer was available to only one-third of the homes. The trash and debris litter most of the area reflecting the general attitude of many of the residents. This was the problem the Dallas West Revitalization Commission faced when it was appointed by the City Council in August of 1959.

A professional study had been made of an area in West Dallas during the fall of 1958, within the boundaries of North Hampton on the west, Singleton Boulevard on the south, and with the Trinity River levee closing the triangle. This study was submitted to the City Council. The Council's review of the problems and conditions in the area resulted in their creating the Dallas West Revitalization Commission.

The Commission is composed of seven members who serve for two years without pay. These seven men represent a cross section of business and professional fields in Dallas. The Commission's job, as set out in the city ordinance, is "making a study and recommendations to the City Council . . . with a view to improving the places of abode and bringing them up to minimum standards . . .". These studies and recommendations "shall include, but not be limited thereby, to the following:

(a) A proposed plan for division of the area into neighborhood improvement projects, which shall include land use, street improvements, community facilities and improvement studies;

(b) A proposed method and procedure for assisting property owners in obtaining reasonable and fair bids for improvement work and obtaining loans for, and financing of, such improvements;

(c) A proposed method and procedure of inspecting the premises; notifying owners and residents of needed improvements and violation of ordinances; and enforcement of applicable ordinances."

The Commission's first meeting, held September 2, 1959, was primarily concerned with a complete review of the problems in Dallas West. The second meeting, held later the same month, initiated the program planning. Pilot areas were selected for the first inspections; the operating phases of the program were outlined for the city department responsible for administration of the program. Studies were started on the needed capital improvements — sanitary sewer, drainage, and street paving. A field office site was selected. This was an abandoned house in terrible condition but sound enough to show what could be done in rehabilitating such a structure.

During the fall and winter months of 1959 and 1960, several meetings were held with residents of the area. The turnout was encouraging. It was necessary to let the people know what to expect—the fact that the program was designed to help



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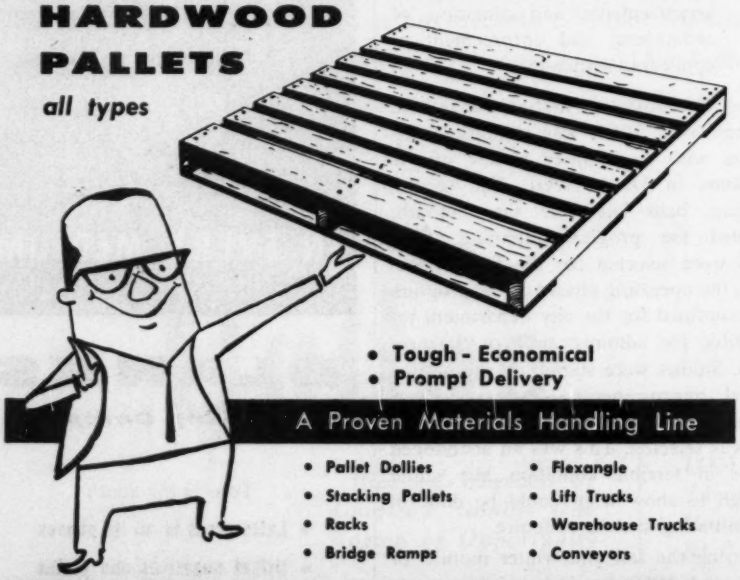
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City Hall Report

them help themselves. The expense of all private rehabilitation was to be borne by the property owners and capital improvements cost would be pro rated under the same policies applying to the rest of the city. Following the neighborhood meetings, an area-wide clean-up campaign was carried out. Over three million pounds of trash were hauled out by the city sanitation division on six consecutive Wednesdays. This success was the heartening note on which the field office opened in February of 1960. The staff was trained and ready to experiment with new approaches to Dallas' rehabilitation effort.

Inspection has been concentrated in the west part of the area. The largest number of dilapidated houses are located in this section, but a good elementary school and attractive park form a nucleus for improvement. Sanitary sewer was already installed in a considerable portion of this section, which meant plumbing requirements could be encouraged immediately and enforced where necessary.

The Commission recommended the use of available bond funds for additional sanitary sewer extension so that it would be available to all occupied property in the west one-third of the area. This installation followed the Commission's plan of phasing the capital improvements in logical sequences, with available funds, so that all underground improvements would be in place before paving was started. The Commission recommended and the City Council approved extending the pay-out period for street paving from a maximum of five years to ten years. In addition, drainage lines have been laid and this west section is ready for the start of the paving program. The first paving contract is now out for bids and by June of this year the first street paving will be started, but public funds are not presently available to complete all needed improvements. The Commission has reviewed the estimates prepared by city departments of the cost to complete these capital improvements. Specific recommendations have been made of the funds needed, and these will be considered for inclusion in the next bond program. There remains only the land use study to complete all the required planning phases of the program.

Financing of private improvements was a major problem confronting the program. West Dallas was an area in which few lenders were interested. The Commission called a meeting of a group of banking and mortgage loan officers and included officials of the Federal Housing Adminis-

tration. This financing problem was presented to them and a plan for making Title I home improvement loans was worked out. Although this did not solve all the problems, it was sufficient to enable the field office to offer some assistance. It helped to get improvements started and served as a base for extending advice and assistance to the homeowners in many other ways. Private financial assistance through normal channels, both institutional and individuals, now totals approximately $400,000. Though some improvements have been made with cash payment, most of it by homeowners as well as rent property owners has been done through loans. Many conventional mortgage sources have become interested in the area since the program started, yet there still remains a demand for additional funds and new approaches to this type of rehabilitation work.

The field office has proved a successful innovation. There are services available to the residents for permit applications, general program information, and prompt inspection assistance. They make full use of these services and are encouraged to do their part because of the personal attention given to their request and problems.

In the year and two months that the Dallas West Revitalization Office has been open, the program can report considerable private and public improvements. These now total in excess of $750,000 with another $400,000 in active building permits and $120,000 for the first street paving. One-third of the structures have been inspected for minimum plumbing and other health and sanitation requirements. Twenty per cent of this one-third have been brought up to complete minimum standards and fifty per cent have added the required plumbing. Twenty-five new houses have been completed. Owners of rent property have shown very encouraging cooperation, equal to that of the homeowners. Over eighty vacant and dilapidated houses have been demolished and eighty more property owners have received notice to demolish similar structures. Though there is still much to be done, the area has a much cleaner appearance than a year ago.



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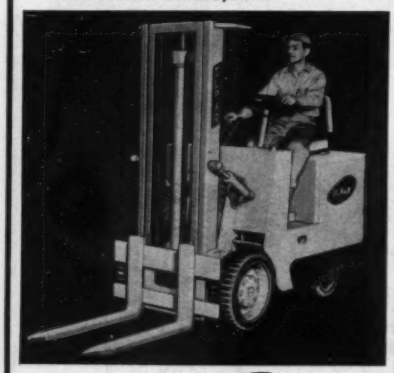


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APPOINTMENTS and PROMOTIONS



ROBERT E. McKEE, JR., has been named president, treasurer and vice-chairman of the board of Robert E. McKee General Contractor Inc. **ROBERT E. McKEE, SR.** will continue to serve as board chairman and will assume the posts of vice-president and assistant treasurer. Elected vice-presidents of the company were **MRS. ROBERT E. McKEE, SR.** and **LOUIS B. McKEE.** The firm's new president was formerly vice-president and manager of the Dallas division. He will remain in Dallas where he is also a director of the First National Bank in Dallas.

*

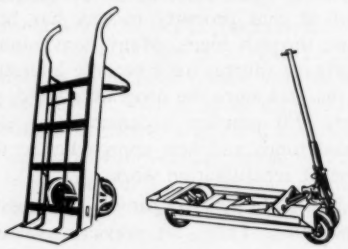
R. C. RIEDER has been named vice president in charge of manufacturing and engineering by Continental-Emsco Company. Mr. Rieder was formerly vice president of Baker Perkins Inc. He is a graduate of the University of Michigan with a bachelor of science degree in mechanical engineering. In another appointement, **RALEIGH HORTENSTINE, JR.,** was named vice president and assistant to the president. Since 1954 he has been vice president in charge of Gulf Coast operations, with offices in Houston. A graduate of the University of Texas, Mr. Hortenstine joined Continental-Emsco in 1934.

*

PAUL C. FRENCH has been named corporate comptroller of Communications Industries Inc. Mr. French, a business administration graduate of Earlham College was previously consultant for Arthur Young and Company in Houston. He has served as director and member of the executive committee of Dynamic Research Inc., and manager of administrative services for Air Products Inc.

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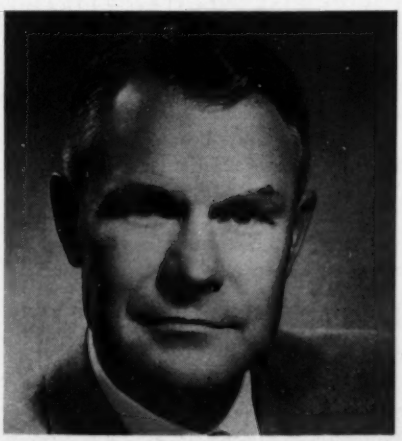
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Appointments and Promotions—



THAXTON BREELAND BARNDT

A. W. BREELAND, CHARLES G. BARNDT, and **L. B. THAXTON** have been elected general officers of Lone Star Gas Company. Mr. Breeland was elected vice president, personnel; Mr. Thaxton was elected treasurer and Mr. Barndt was named to the new position of vice president, promotion. In another promotion, Lone Star Gas named **C. L. NEAVES** administrative assistant to the vice president in charge of distribution, and **JOHN PERRYMAN** director of the new area development department.



WILLIAM A. TWEEDIE has been promoted to vice president and general manager of Ling Electronics, division of Ling-Temco Electronics, Inc. Mr. Tweedie joined Ling Electronics in the fall of 1960, coming from the Stanford Research Institute where he had been an executive for several years. In another appointment, **DR. F. E. BROOKS JR.,** former director of a 750-man research and development staff, was named senior scientist for Temco Electronics Division of Ling-Temco Electronics. A fellow of the Institute of Radio Engineers, Dr. Brooks was a professor at Yale and the University of Texas for 14 years. He is a member of three honorary societies, Tau Beta, Eta Kappa Nu and Kappa Eta Kappa, and the American Astronautical Society.

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Telkamp Electric Company
Williams & Gill, Inc.

Irving

Davis & Taylor, Inc.

Denison

Koeppen-Baldwin, Inc.

Northeast Texas Chapter

National Electrical Contractors Association

Appointments and Promotions—



FREEMAN WILLIAMS has been named sales promotion manager for Titche Goettinger Company. Mr. Williams has served in the retail advertising field for 14 years and most recently was associated with W. A. Green department store. Earlier he was advertising manager for Marston Company in San Diego, Calif., and sales promotion manager for Furchgotts in Jacksonville, Fla.

*

WILLIAM C. SMELLAGE has been elected to the board of directors of the A. H. Belo Corporation, owner of the Dallas Morning News, WFAA-TV and WFAA radio. Mr. Smellage, a native of Waxahachie and graduate of Rice Institute, has been controller for the company since he joined it in 1954.



BAKER HUNSAKER

BRIAN HUNSAKER has been made a vice-president and director of Hunsaker Trucking Contractor, Inc., an oil field trucking firm operating through a fourteen-state area from Montana to Florida. **C. L. BAKER, JR.,** also has been named a director and vice-president of the company. Mr. Baker is also executive vice-president of Dallas Leasing Company, Inc.

Appointments and Promotions—



TED G. RUSSELL has been elected president of L. R. Ward Steel Products Co., Inc. **M. B. LANE** was elected executive vice-president and **WALLACE E. LETH** was named a vice-president. All have been associated with the firm for many years.

*

CHARLES MATHEWS, JACK CURRY and **TOM ENNIS** have been promoted by Braniff International Airways to general manager, purchasing; general manager, stores; and assistant to vice president, purchasing and stores, respectively. Mr. Mathews has been wtih Braniff 16 years; Mr. Curry, 22 years; and Mr. Ennis, 23 years.

*

CHARLES L. FOSS has been appointed assistant to the president of Security Engineering, a division of Dresser Industries. Mr. Foss comes to Security from a similar post with Dresser Manufacturing in Bradford, Pa. A cum laude graduate of Harvard University, where he majored in economics, Mr. Foss did graduate work in accounting at New York University Graduate School of Business Administration.



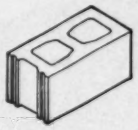
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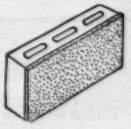
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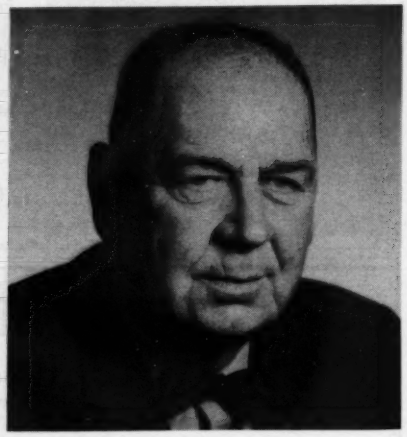
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Appointments and Promotions—



WINK JORDAN has been named assistant manager, a new post, at Briggs-Weaver Machinery Company. A 37-year veteran of Briggs-Weaver, Mr. Jordan will coordinate inside and outside sales in addition to handling general managerial duties.

*

JACK GINSBERG has been named manager of all manufacturing for Justin McCarty Manufacturing Company. Recently Mr. Ginsberg had been a director and secretary-treasurer of Herman Marcus.



DICK WALTERS has been appointed manager of Love Field Holiday Inn. Mr. Walters is moving to Dallas from Jennings, Louisiana, where he managed the George B. Zigler Hotel for two years. He was graduated from Oklahoma State University in 1957 with a B. S. in hotel administration.

*

KARL H. KOBER has joined Praetorian Mutual Life Insurance as chief underwriter. Mr. Kober attended Oberlin college and Rutgers University, and was formerly a life underwriter for one of the nation's largest companies.

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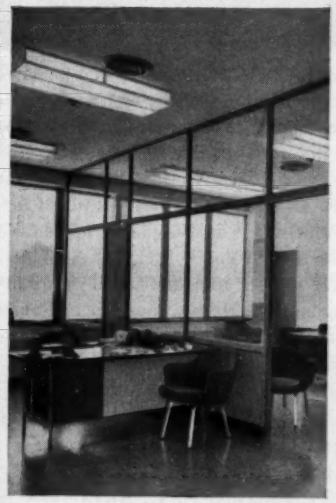
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Appointments and Promotions—



GASTON HALLAM has been named president of Ben E. Keith Company and **R. D. ERWIN,** president for the past 11 years, was elevated to chairman of the board. Mr. Hallam, vice president of the company for the past eight years, has been with Ben E. Keith Company since 1925.

*

ROBERT E. WIMBERLY has been appointed product manager of Texas Research & Electronic Corporation. For the past four years, Mr. Wimberly has been a research physicist at Texas Instruments Inc. Prior to graduate study in physics at Texas Christian University, he received his B.S. and B.B.A. degrees in physics at Texas A & M College.

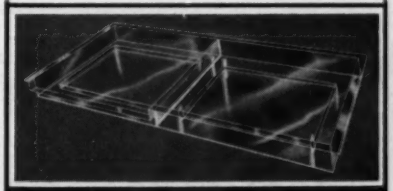


R. C. JOHNSON has been appointed sales manager for Western Union of Dallas. A native of Dallas, Mr. Johnson has been district sales manager for the company's Gulf Coast and Southwest territory of Texas with headquarters at Corpus Christi. His career with Western Union began in 1946, and he has been manager for the company at several of the Rio Grande Valley offices, as well as other Texas points.

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Appointments and Promotions—



HARLAND L. KNIGHT has been elected president of Southwest Indemnity and Life Insurance Company. Before assuming his new position May 1, Mr. Knight was vice president in charge of public relations of the Security Mutual Life Insurance Co., in Binghamton, N. Y. A native of Portland, Me., Mr. Knight was active in both industry and civic affairs in Binghamton. He is a member of Southern Tier Life Underwriters and General Agents and Managers' Conference.

*

CLARKE HARVEY, C. DALE REYNOLDS, WILLIAM PRESTON TUNNELL, D. C. MOFFITT JR., BUFORD G. TERRY and **B. G. SKELTON** have been elected assistant cashiers by The First National Bank in Dallas. Mr. Harvey's duties will be in the correspondent bank division. Mr. Reynolds and Mr. Tunnell will serve in business development; Mr. Moffitt and Mr. Terry, operations; and Mr. Skelton, transit department.

*

BOB HAYES has been appointed executive vice-president of Earl Hayes Chevrolet. A native of Detroit, Mich., Mr. Hayes has lived in Dallas since 1945. He is a graduate of Harvard College and attended Harvard Business School.

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Appointments and Promotions—



JAMES E. GRISHAM has been named senior vice president of Texas Bank and Trust Co. of Dallas. Mr. Grisham was formerly associated with the National Bank of Commerce in Houston, and prior to that with National Shawmut Bank of Boston. He is a graduate of the University of Arizona and the Harvard University Graduate School of Business Administration.



MAC ROY RASOR has been named public relations director of Southwestern Life Insurance Company of Dallas. Formerly an Austin public relations consultant, Mr. Rasor served five years as executive secretary of the Texas Legal Reserve Officials Association. Mr. Rasor has also served as vice president of Business Research Corporation, publishers of the Texas Businessman. Before entering public relations he was with the State Capitol Bureau of the Associated Press in Austin for 10 years. Mr. Rasor's duties with Southwestern Life will encompass direction of both public relations and advertising in the 18 states in which the company operates.

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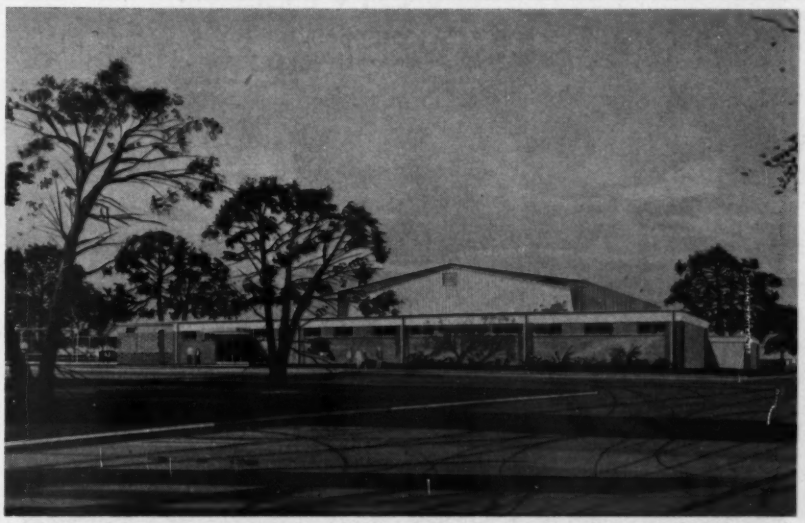
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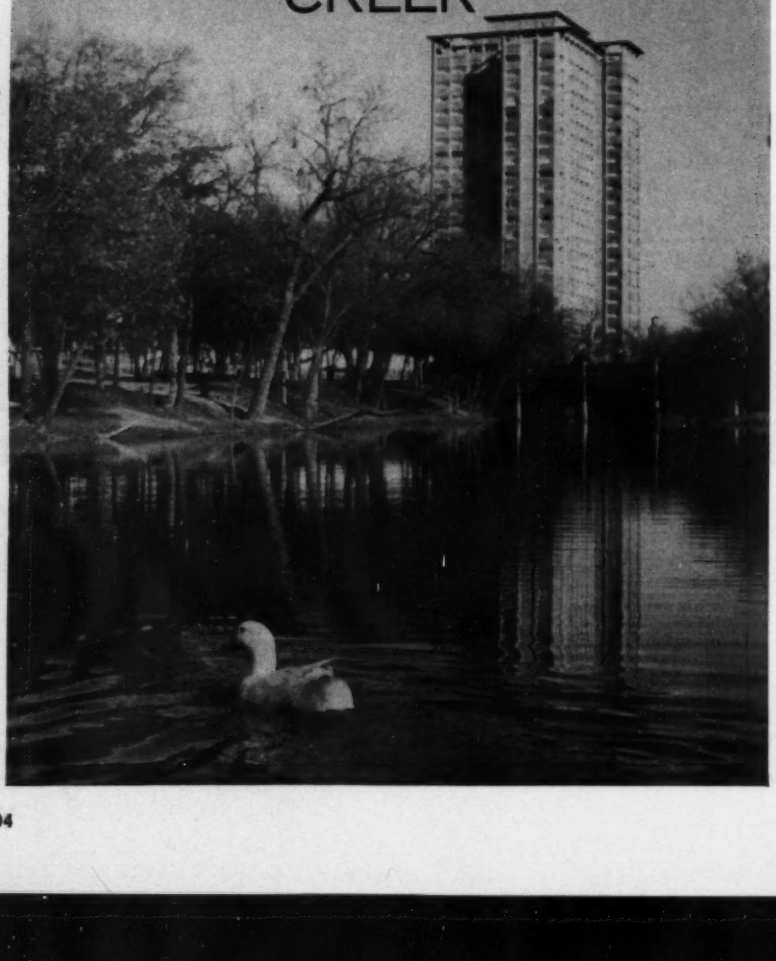
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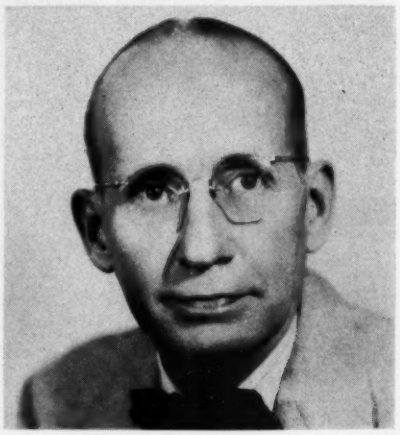
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Appointments and Promotions—



BENTON H. RAMSEY has been promoted to assistant vice president of the Mercantile National Bank. Mr. Ramsey was born in Cleburne, Texas, and attended Austin High School, Kemper Military School and was graduated from the University of Texas. He joined Mercantile National Bank in August, 1926.

★

MRS. JANIE HAHN has been named public relations director for Hotel Stoneleigh and Maple Terrace Apartments. Mrs. Hahn formerly was associated with the public relations department of Ford Motor Company in Dallas. In earlier work with Allied Theatre Owners, she started the Women of the Motion Picture Industry organization, now national in scope.

★

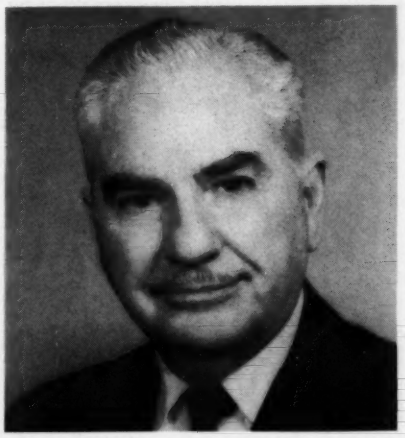
C. W. REEVES, Midwestern division manager in Dr Pepper Company's national field sales organization since January 1, 1959, has been named to fill the new post of administrative assistant to the vice president of marketing. Mr. Reeves, a graduate of Southern Methodist University with a B.B.A. degree, joined Dr Pepper's sales staff in 1955. He was named a zone manager in 1956 and division manager in 1959.

★

RALPH P. BAUMGARDNER has been named assistant manager of Shelton and Bowles Insurance Agency. A native of West Virginia, he attended Marshall University in Huntington. For the past few years he has been comptroller of Bond-Rider-Jackson Company, Wholesale Distributors, of Charleston, West Virginia.

in Dallas, it's...
Arthur's
• Diners
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superb food!

Appointments and Promotions—



JAMES M. CUMBY, senior vice president of Republic National Bank of Dallas, has been appointed chairman of the bank's executive committee. Mr. Cumby joined the bank's staff in 1920 and organized its first credit department. For a number of years, he has been a senior loan officer of Republic. New directors are **JEROME K. CROSSMAN,** investments; **DAVID L. FLORENCE,** vice president of Mayflo Oil Company; **CHARLES MEYER,** vice president, Sears, Roebuck and Co.; **LESTER T. POTTER,** president of Lone Star Gas Company and Lone Star Producing Company; and **CHARLES A. SAMMONS,** chairman of the Board of Reserve Life Insurance Company. Appointed to the new title of associate director are: **HAMLETT HARRISON,** vice president, Trinity Universal Insurance Company; **J. C. KARCHER,** president, Concho Petroleum Company; **B. F. McLAIN,** president, Hart Furniture Company, and **JULIUS H. PEARLSTONE,** president, Pearlstone Mill & Elevator Company.

★

RICHARD F. STEWART has been appointed manager of development for Texas Research & Electronic Corp. For the past six years Mr. Stewart has been with Texas Instruments, Inc. He received an M.S. in Applied Physics from the University of California at Los Angeles in 1954, and a B.S. in Physics from Oklahoma State University in 1952. He is a member of the American Management Association and the Institute of Radio Engineers.

★

JACK SWEET has been named manager of the Executive Inn Motor Hotel of Dallas. Mr. Sweet was formerly manager of the Love Field Holiday Inn and, for 17 years, was associated with the Adolphus Hotel.



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Appointments and Promotions—



T. K. PIERCE has been elected secretary-treasurer and **LAMAR H. GRIFFIN** has been named to the board of directors of Texas Distributors, Inc. Mr. Griffin, who has been with Texas Distributors since 1946, will continue as vice president and manager of the commercial contracting department. Mr. Pierce, who has been with the firm one year, will also continue as head of the accounting department.



HARRY L. BLAIR has been named regional public relations manager for General Motors. Formally manager of the Los Angeles region, Mr. Blair attended William and Mary College in Williamsburg, Va. He first entered the automobile business as a buyer for Murray Body Corporation in 1928, and joined Chevrolet as a retail salesman in 1932. He was made a district manager in the Chevrolet-Kansas City zone in 1939. After successive promotions, he was named regional manager of the Los Angeles office in 1955.

*

M. F. RICHARDSON, vice president of the First National Bank in Dallas since 1954, has been named a director of Communications Industries, Inc.

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Mel C. Brans	Pacific Mutual Life	Supervisor
E. J. Geisler	Zurich Insurance Co.	Branch Claims Superintendent
Robert R. Lamm	Henry S. Miller, Realtors	Associate
James V. Lee	I. Reinhardt & Son	Associate Member
Warren Lee	E. M. Kahn & Co.	Buyer
Miss Josephine Lyles	Mobil Oil Company	Assistant Manager, Insurance
Bert Maxwell	Robert Northcutt Agency	Representative
F. Stuart Noland	Austin D. Rinne Agency	Agency Supervisor
R. D. Penney	Austin D. Rinne Agency	Production Manager
A. J. Petrasic	Braniff Airways	Assistant Manager, Reservations Procedures
C. W. Reeves	Dr Pepper	Administrative Assistant, Marketing
Roger F. Smith	Hillcrest Memorial Park	Sales Director
Mrs. Anne Smoller	Neiman-Marcus	Director, Sales, Preston Center
Donald W. Sneed	H. Raymond Strong & Assoc.	Associate Actuary
Larry M. Spray	Rath Packing Co.	Sales Manager
Frank Wolk	Hal F. Corry Co.	SW Sales Representative, Ling-Temco, Micromodular Components Division

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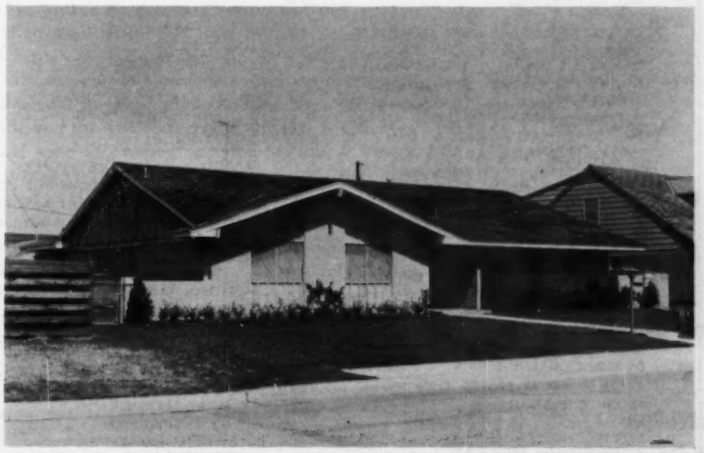
Sparkman Club Estates

$25,000 TO $37,000

The beautiful Supreme Homes in Sparkman Club Estates are located at Royal Lane and Marsh Lane in North Dallas; near to schools, churches, shopping centers and every other facility and service possible.

These custom-built executive-family homes range in price from $25,000 to $37,000.

Every Supreme Home has custom-made door trim and base; General Electric kitchens with deluxe double ovens and rotisseries; custom-made draperies on all windows; walk-in closets; insulated garages; finished garage walls and ceilings; central heat and air conditioning by Westinghouse; all cabinets are custom-built and circulating hot water systems.



Here is a typical one-story elevation

Supreme Homes of Dallas FRED THOMPSON CO. | Custom Builder

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Dallas Pioneers



Established
1857 Sanger Bros. *in Texas*
Opened Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and Wholesale Distributors

1872 Dallas Transit Company
City Bus Transportation

1875 First National Bank in Dallas
Banking

1878 National Bank of Commerce
Banking

1884 The Dorsey Company
Printers — Lithographers Stationers — Office Furniture

1889 J. W. Lindsley & Company
Real Estate and Insurance

1890 William S. Henson, Inc.
Advertising Printing

1893 Fleming & Sons, Inc.
Manufacturers — Paper and Paper Products

1893 Sparkman-Brand Inc. *Morticians*
Originally, Loudermilk, Broussard and Miller

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store



DALLAS began moving upstairs just before the turn of the century. This 1899 construction shot of the Old Linz Building at the corner of Main and Martin represented a new high on the Dallas Skyline. Visitors of that period rode the building elevators up to its roof to get a sweeping view of Dallas atop its then tallest building. One of Dallas civic leaders of that period and the first secretary of the Dallas Chamber of Commerce was Colonel John G. Hunter. In 1902, his son, J. Peyton Hunter, founded the present Hunter-Hayes Elevator Company. Originally known as J. Peyton Hunter, Manufacturers Agent, the firm's first quarters were in the old Cotton Belt Terminal Building. The business office was later moved to the Slaughter Building and Peyton Hunter Jr., present head of the firm, entered the business in 1925. In 1926 the name was changed to Hunter-Hayes Elevator Company. In 1946 Hunter-Hayes moved to its present location at 6102 Lemmon Avenue. Through the years the firm has expanded its business throughout the Southwest. Now in its fifty-ninth year, Hunter-Hayes Elevator Co. has more than 125 employees and maintains 12 branches serving Austin, Beaumont, Corpus Christi, El Paso, Fort Worth, Lubbock, Midland-Odessa and Tyler in Texas and Albuquerque and Santa Fe in New Mexico. Keeping pace with the times, the firm now installs escalators as well as elevators and is currently installing a German made escalator in the New Sanger Building in Preston Center.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1896 Briggs-Weaver Machinery Co.
Industrial Machinery and Supplies

1902 Cullum & Boren
Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1898 Praetorian Mutual Life Ins. Co.
(Formerly The Praetorians)

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm Radio Patrol Service

1905 Rubenstein & Sons, Inc.
Gulf Princess, Ready To Fry Breaded Shrimp
Lady Rite Shelled Pecans

1907 A. C. Horn & Company
Commercial and Structural Sheet Metal

1907 Smith-Perry Electric Co.
Wholesale Electric Supplies

1902 Hunter-Hayes Elevator Co.
Passenger, Freight and Home Elevators

1911 W. W. Overton & Co.
Investments

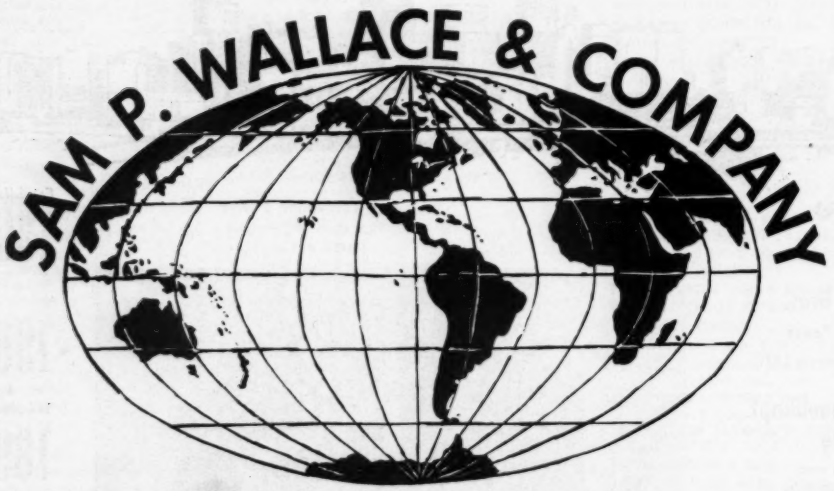
1914 Texas Employers Insurance Ass'n.
Workmen's Compensation Insurance

1915 Dallas County Physicians & Nurses Registry
Licensed and Bonded

1919 Dallas Federal Savings & Loan Association
Savings and Home Loans

In Dallas...and around the World

for Proven Mechanical-Contracting "Know-How" it's . . .



. . . with resources of international scope geared to serve all frontiers of progress throughout the world in all types of mechanical contracting and engineering. From coast to coast — and internationally — the construction industry looks to Sam P. Wallace & Company with complete confidence for the skillful execution of all types of mechanical contracts. This "Know-How" is proven in a diversity of specialized installations in office buildings, shopping centers, industrial plants, institutions, and government projects. We list a few . . .

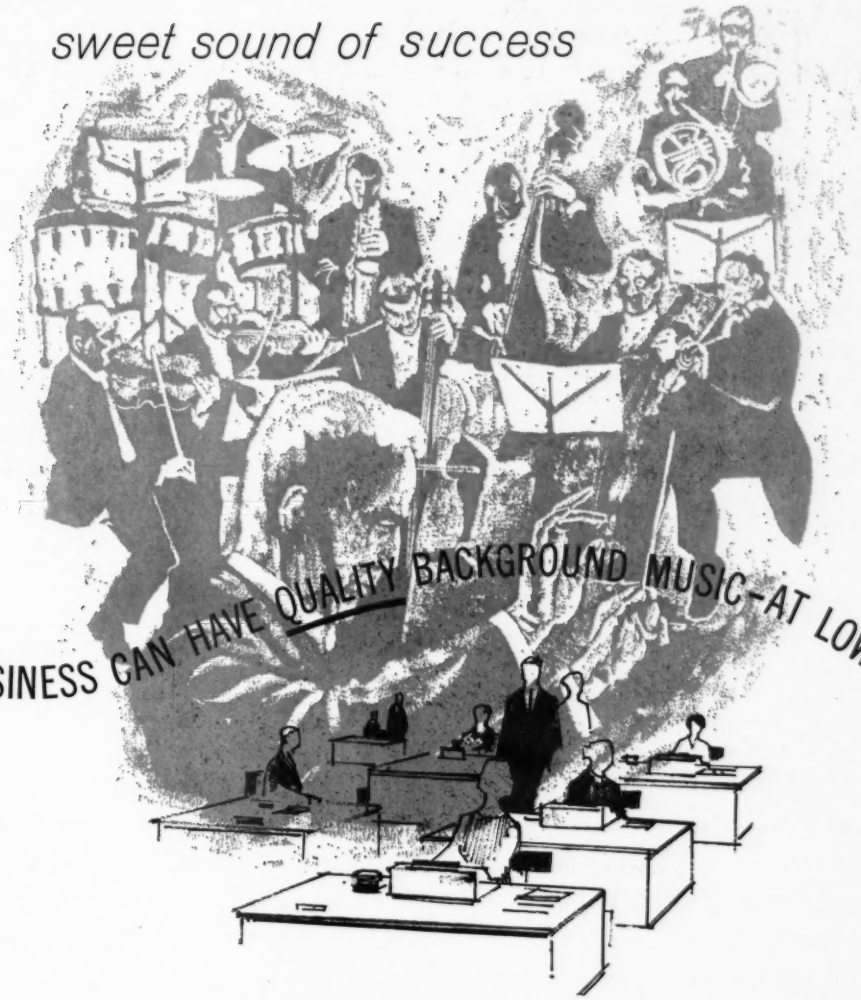
In Dallas . . . and around the World

WFAA Communications Center and Hockaday School, Dallas. The Humble Building, First City National Bank, and Lincoln Liberty Center-Sheraton Hotel, Houston. Kroger Building and Shillito's Department Store, Cincinnati. Fisher Body Plant, Hamilton, Ohio. Bank of Georgia and Merchandise Mart, Atlanta. Winrock Shopping Center, Albuquerque. Texas Gas Transmission Office Bldg., Owensboro, Ky. Voice of America Project, Greenville, N. C. Cutlass Bay Beach Hotel, Kingston, Jamaica. Guided Missile Control Center, San Juan. Community Hospital, Port of Spain. Ala Moana Office Building, Honolulu. Mindanao Cement Plant, Philippines.

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New recording techniques have resulted in the first major innovation in background music: the SEEBURG "1000". This tiny, transistorized unit supplies the finest high fidelity ever offered in a background music system—and the cost is competitive with all other systems.

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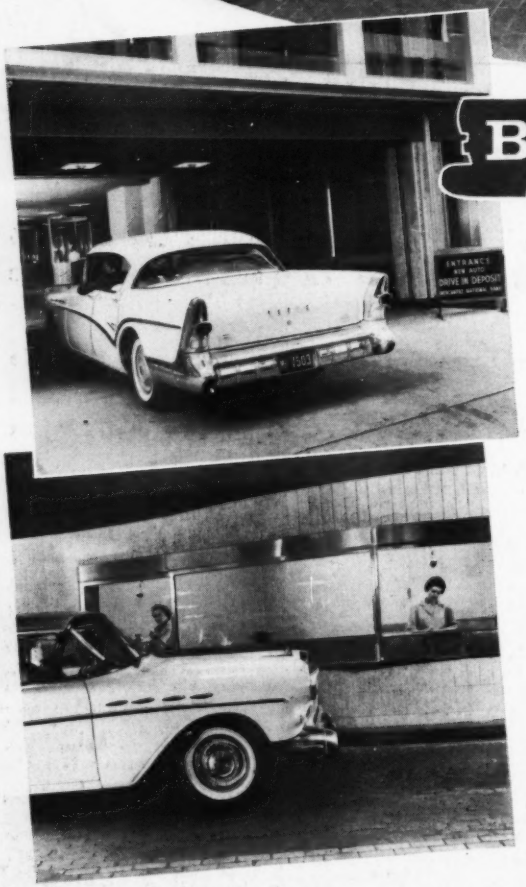
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• Our expanded Drive-in-Deposit facilities virtually eliminate waiting . . . allow representatives of business firms to bank from their cars with maximum speed and convenience. There are no ramps to climb . . . no twisting and turning. You needn't park your car, for you never leave it. Just drive in at street level on Commerce . . . up to a teller's window . . . and out on Main. Payrolls may be picked up in a matter of minutes by notifying our tellers in advance. Why not try this easy, convenient method of banking from your car?

MERCANTILE National Bank
at Dallas

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